

A PUBLICATION OF THE NATIONAL PARKING ASSOCIATION

Advertiser

Contact: _____
 Company Name: _____
 Address: _____
 City/State/Zip: _____
 Phone: _____
 Fax: _____
 Email: _____

Agency

Contact: _____
 Agency Name: _____
 Address: _____
 City/State/Zip: _____
 Phone: _____
 Fax: _____
 Email: _____

Issues

_____ January-February
 _____ March
 _____ April
 _____ May
 _____ June
 (Convention Preview issue)
 _____ July-August
 _____ September
 _____ October
 (Annual Convention Issue)
 _____ November
 _____ December
 (2011 Products & Services Directory)

Ad Size

(See thumbnails)
 _____ Full page
 _____ 1/2 vertical
 _____ 1/2 horizontal
 _____ 1/3 vertical
 _____ 1/3 horizontal
 _____ 1/3 square
 _____ 1/4 vertical
 _____ Belly Band
 _____ Flap Ad
 _____ Other _____

Covers

(10x full color only)
 _____ Cover 2
 _____ Cover 3
 _____ Cover 4

Display Ad Frequency

_____ 1x
 _____ 3x
 _____ 6x
 _____ 10x

Display Ad Color

_____ 4-color
 _____ 2-color
 _____ Black plus PMS _____
 _____ Black & White Only

Gross Cost (Ad price before color): \$ _____

Additional Charges:

_____ 4-color \$ _____
 _____ Second Process Color \$ _____
 _____ Spot PMS Color \$ _____
 _____ Preferred Position \$ _____
 _____ Cover 2 \$ _____
 _____ Cover 3 \$ _____
 _____ Cover 4 \$ **SOLD** _____
 _____ Other: \$ _____

Subtotal (Gross Cost plus Additional Charges) \$ _____

Agency Discount
 (15% on Gross Costs only. Color charges are not commissionable. Payable only to recognized outside agencies): \$ _____

Rate Per Insertion: \$ _____

Total for All Insertions: \$ _____

Business Card Listing Only: \$ _____

Business Card Listings

_____ 3 1/2" x 2" _____ 3 1/2" x 4"

 _____ Month/Year of Issue
 _____ Artwork Arrival Date:

Art Work Instructions

_____ Artwork Enclosed
 _____ Pickup from: _____

By signing this contract, you agree to follow all advertising and policy conditions listed on the reverse side of this contract. Please read it carefully.

(Please print name)

Authorized by _____

Date _____

Return this completed contract to:
 Advertising Department

PARKING
 1112 16TH Street, NW, Suite 840
 Washington, DC 20036

800.647.PARK
 202.470.6302
 Fax: 202.296.3102

