

PARKING

A PUBLICATION OF THE NATIONAL PARKING ASSOCIATION

Advertising Contract 2012

Advertiser

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

Agency

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

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
 BizDev@npapark.org



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 and White Only

Business Card Listings

____ 3 1/2" x 2"
 ____ 3 1/2" x 4"

Issues

____ January-February
 ____ March
 ____ April
 ____ May
 ____ June
(International Buyers' Guide Issue)
 ____ July-August
(Convention Preview issue)
 ____ September
(Convention Lead In Issue)
 ____ October
(Convention Issue)
 ____ November
 ____ December

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 _____
 ____ **Convention/Show package**

Advertorial

____ 1 Page ____ 1x
 ____ 2 Pages ____ 2x
 ____ 3 Pages ____ 3x

Product Spotlight

____ March: **Lighting**
 ____ April: **Uniforms**
 ____ May: **Revenue Control**
 ____ July: **Shuttles/Buses**
 ____ Dec: **Meters**

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

Additional Charges:

____ 4-color \$ _____
 ____ Spot PMS Color \$ _____
 ____ Preferred Position \$ _____
 ____ Cover 2 \$ _____
 ____ Cover 3 \$ _____
 ____ Cover 4 \$ _____
 ____ Advertorials \$ _____
 ____ Other: \$ _____
 ____ Convention/Show package \$ _____

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: \$ _____

Publisher's Terms and Conditions

1. Invoices will be issued upon publication. Invoices are due upon receipt. A 5% service charge will be applied to all invoices over 30 days. Payment shall be made in U.S. dollars.

2. Non-commissionable items are Product Showcases, classified ads, ads smaller than ¼ page and NPA Spotlights.

3. Penalties and administrative charges may be applied for declined charges and/or returned checks of up to 15% of the total amount due.

4. Advertising in **PARKING** is commissionable at 15% to recognized agencies, only if paid within 30 days of receipt of invoice. The publisher reserves the right to secure a collection agency to pursue delinquent agency/advertiser payments. The agency/advertiser must pay Publisher's collection costs, including without limitation attorneys' fees and costs.

5. Publisher reserves the right to require a credit application and prepayment from first-time advertisers/agencies and advertisers/agencies with a late payment history. We reserve the right to cancel all insertion order agreements and/or refuse to accept advertising from any delinquent account or advertiser with a history of late payment.

6. Three, six and 12-month rates apply to placements within a 12-month consecutive period. Advertisers will be charged a short rate, if all contracted ads have not been run in a 12-month period from the date of first insertion.

7. Ad position is determined by the publisher. Requests for specific positions will be considered, but not guaranteed unless a position premium is paid.

8. Advertisers and advertising agencies assume liability for all content (including text, illustrations, photographs and logos) of the printed advertisement and also assume responsibility for any claims resulting from the ad against the publisher, including costs associated with defending against such a claim. The publisher holds advertisers and their agencies jointly responsible for the cost of any advertising inserted in the magazine. Advertisers and advertising agencies indemnify and hold Publisher harmless from and against all losses, damages, injuries, costs or other expenses (including without limitation attorneys' fees and costs) Publisher incurs as a result of the breach of any of these terms and conditions by advertisers and advertising agencies and/or their employees and agents.

9. Rates are based on advertiser-supplied high resolution art. The Publisher does not accept responsibility for proper reproduction or color match.

10. Publisher is not responsible for any changes made on existing ads, which have been submitted by the advertiser. Publisher is not responsible for any numbering errors on indexes or the Advertiser's Index.

11. If an advertisement is inadvertently omitted from a scheduled issue, the publisher's liability is limited only to inserting the advertisement in the next available issue.

12. Publisher does not assume any responsibility for errors appearing in advertisements due to late delivery or inaccurate mechanical specifications from the advertiser or from a third party designated by the advertiser.

13. Publisher reserves the right to reject material deemed inappropriate in Publisher's discretion.

14. Commercially reasonable efforts are made to assure the timely release of each issue. The Publisher accepts no liability for any issue that is published late.

15. Publisher reserves the right to place the word "advertisement," "advertorial" and/or "promotion" with copy, which in the Publisher's judgment resembles editorial content.

16. If the advertiser does not provide monthly instructions from contract advertisers, the most recent ad will be inserted in the magazine.

17. Advertisers and their agencies that cancel any advertising after the official ad close agree to pay a cancellation charge of \$500. A late production charge of \$200 will be applied to any material received after the close date.

18. By placing advertising in **PARKING** magazine, advertisers and advertising agencies accept these terms and conditions.

19. All advertisers, their agencies, and their employees, agents, successors and assigns indemnify and hold harmless the Publisher from any damage, loss, injury cost or expense (including without limitation attorneys' fees and costs) arising out of or relating to any claims based upon any and all content supplied in an advertisement.

20. The parties agree that, absent a material breach of this Agreement, such as failure to print the magazine, this agreement cannot be terminated. The parties are bound by the terms and conditions of this agreement to fully perform. This agreement shall be governed in all respects by the laws of the District of Columbia, without regard to the principles of conflicts of law therein. Each party submits to the jurisdiction and venue of the courts of the District of Columbia, and waives its right to a jury trial. If either party takes legal action to enforce rights under this Agreement, the losing party to such litigation shall be responsible for the expense of both parties including, but not limited to, attorney's fees and court costs.

21. This agreement constitutes the entire agreement of the parties and supersedes all other agreements, discussions or understandings concerning its subject matter. It may only be modified by a written instrument signed by both parties.

Author's Guidelines

NPA welcomes article submissions for **PARKING** magazine from members, industry experts and outside authors.

To submit an article for consideration: 1) submit an article to align with an editorial calendar theme; 2) write 500–1,000 words with subheads and a how-to call-out section; 3) provide insights into trends, technology or issues in the parking industry; and 4) provide your photo, accompanying illustrations/artwork in .jpg, .eps or .tiff format with a minimum of 300 dpi resolution.

Articles must be exclusive to **PARKING** and not submitted to any other industry publications. As an author, you are responsible for the accuracy of your article and that it does not infringe on any other copyright. All published submissions become the property of NPA. NPA does not pay for articles; we do recognize an author with a byline and credit.

An author of an accepted article will be required to sign an editorial release before publication of the article. Email your contribution to **PARKING** magazine, Editorial@npapark.org.

Rev. 11/26/10