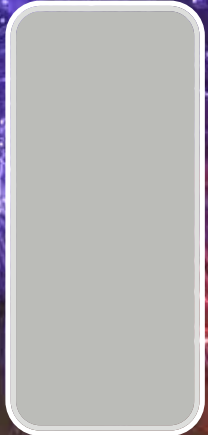


MEDIA KIT 2020

PARKING TODAY

MEDIA
more than a magazine



Benefits of Advertising with

PARKING TODAY

MEDIA

Parking Today Media reaches your customers around the world and in all segments of the industry with the largest validated mailing list for the parking industry. In addition to *Parking Today* magazine, our websites have the greatest reach of any in the industry.

If you want to be in the Arena of the parking industry, you need to be advertising with *Parking Today Media*. We are the one-stop for all your advertising needs with multiple formats to fit any budget:

- **Print:** *Parking Today* magazine is sent to subscribers in 104 countries. Tell your story in *Parking Today* with special add-ons, including cover-wrapse is also available online and has active hyperlinks so your customers can reach you directly.
- **Online and Digital:** Websites parking today.com and parknews.biz provide the current parking news with over 15,000 visits per month with extremely low bounce rates, meaning people come to read, not skim. Online ads have click-through rates above B2B average and our digital retargeting ads ensure that your product stays in front of your customers even after they have left our websites.
- **Trade Show:** The Parking Industry Expo (PIE) brings in people from all areas of the parking industry.
- **Email and Direct mail:** We can help you reach your customers directly.
- **Social Media:** Let us spread the news about your successes with Twitter; Instagram; LinkedIn.

Advertisers have priority for editorial content, and postings on ParkNews.biz and social media

- Your press release and company news is posted within 24 hours.

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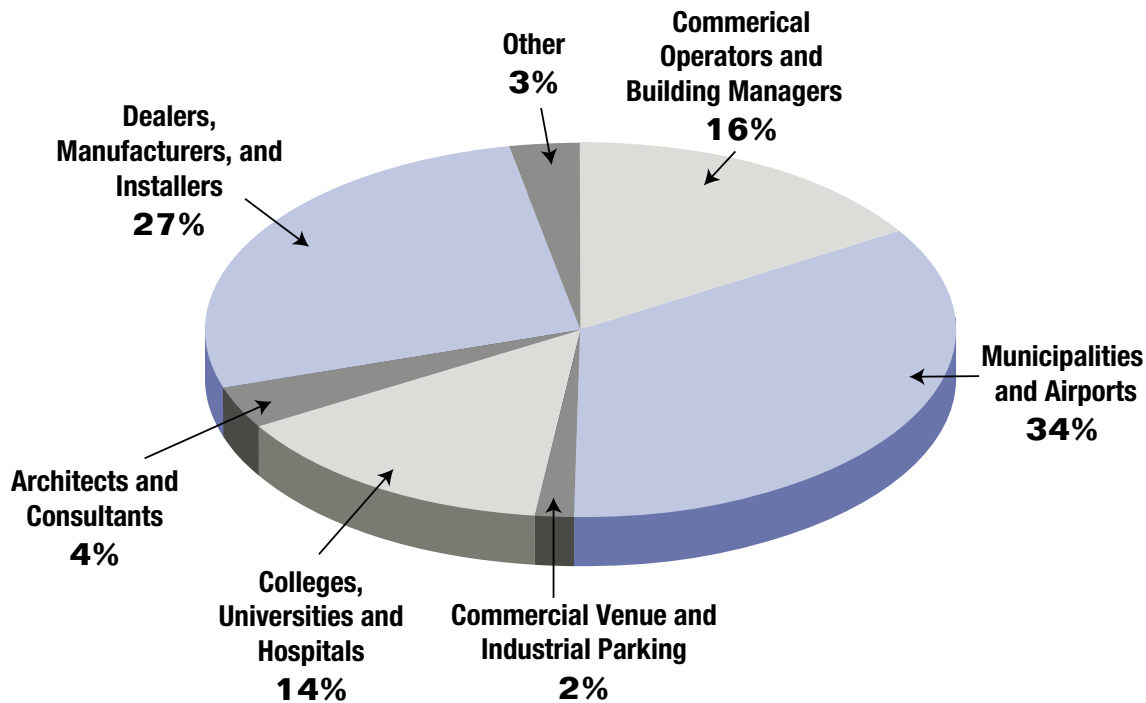
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Parking Today is the only publication that reaches the entire Parking marketplace.

Parking Today's Magazine Demographic Breakdown:



PT Circulation 18,000*

Delivered to 15,500. Special issues sent 2x a year to 18,000.

Including print and digital subscription

PT's Website

18,000+ unique visits per month

Email Newsletter

Delivered to over 13,900+ people each month.

Parking Today has subscribers (both print and online) in 104 countries around the world.

"Since Passport's early days, Parking Today has been a great partner to us. The Parking Today team ensures that companies get the right level of support and the industry gets the broadest coverage beyond just parking. It's important to get the word out about thought leadership and company developments to the right audience. Parking Today has been that sounding board for Passport."

– Bob Youakim, CEO, Passport

"Parking Today is the most comprehensive and informative publication in the industry. If you want to be in-the-know or you want your product or service to be seen and recognized, then Parking Today Magazine is the publication for you! When it comes to education, product and service exhibits and true buyer attendance and participation, the Parking Industry Exhibition is one of the best shows in the Industry."


– Tom Carter, President, Toledo Ticket Company

	1x B/W Ad Rate/1,000 Circulation
Parking Today*	\$167.17
The Parking Professional**	\$800.00
Parking**	\$473.00

*Calculated from Publishers Sworn statement of circulation

**Estimated from published sources

PARKING TODAY Deadlines and Editorial Features

2019 ISSUE	SPACE	MATERIALS	SPECIAL EDITORIAL FEATURE	PRODUCT FEATURE
January	Dec. 3, 2019	Dec. 5, 2019	Applying Technology	LPR; Parking Guidance; Robotic parking; The Cloud, Revenue Control
February	Jan. 6, 2020	Jan. 8, 2020	The Parking Experience	The industry's technology and using it to better the experience; Wayfinding; Lighting, Valet
March	Feb. 3, 2020	Feb. 5, 2020	PIE show	Promoting your presence at PIE 2020
April	Mar. 2, 2020	Mar. 4, 2020	Cities and Municipalities	Using Meters; Pay and Display/Space; Collections; Training; Citation Management
May	Apr. 6, 2020	Apr. 8, 2020	IPI show issue	250 Exhibitors. Make sure you stand out.
June	May 4, 2020	May 6, 2020	Parking Excellence	Using Revenue Control, Apps, Permits, Monthly parking controls, AVI, Design to be the best.
July	June 1, 2020	June 3, 2020	Colleges, Universities and Hospitals	Using Fulfillment, Gateless Technology, Design, Drones, Valet Operations, LPR to create a better and safer environment
August	July 6, 2020	July 8, 2020	Improving the Parking Experience	Apps, LPR, AV
September	Aug. 3, 2020	Aug. 5, 2020	Airports	Improving the experience with LPR, Revenue Control, Shuttles, AVI, Buses, Security of Credit Cards
October PIP	July 27, 2020	July 31, 2020	People in Parking Directory 	Lighting, Cameras, Emergency Communication PARCS; Dealers; Revenue Control; Management; consultants
October	Sept. 7, 2020	Sept. 9, 2020	NPA show issue	Don't miss the opportunity to target your customers in this issue.
November	Oct. 5, 2020	Oct. 7, 2020	Veterans in Parking	Honor our country's heroes. Give Back to Those who gave so much. A percentage of PT's ad revenue for this issue will be donated to Veterans in Parking to support their work in finding jobs for returning service men and women.
December	Nov. 2, 2020	Nov. 4, 2020	Nobody Does it Alone	Consultants are needed to design, audit and to find all things parking. Design, finding the right employee, Multi-use Facilities, Charging Stations.
January	Nov. 30, 2020	Dec. 2, 2020	Applying Technology	LPR; Parking Guidance; Robotic parking; The Cloud, Revenue Control

PARKING TODAY Rate Card

Prices effective January 1, 2018– (Contracts in effect at that time will not be changed until they expire)

Terms Due on receipt. A 1.5% finance charge per month will be added to all past due accounts.

PT	1x	3x	6x	12x
Full page	\$3,800.00	\$3,100.00	\$2,900.00	\$2,700.00
Two thirds page	\$3,300.00	\$2,700.00	\$2,500.00	\$2,300.00
Half page island	\$2,700.00	\$2,000.00	\$2,200.00	\$1,900.00
Half page	\$2,400.00	\$2,000.00	\$1,800.00	\$1,600.00
Third page	\$2,100.00	\$1,600.00	\$1,400.00	\$1,200.00
Quarter page	\$1,200.00	\$900.00	\$800.00	\$700.00

** Black and White take 25% off above CMYK prices

Add Second Color (CMYK) to B&W

Full Page and 2/3 Page	add \$450
1/2 Page, 1/2 Island, and 1/3 Page	add \$225
1/4 Page	add \$150

PMS Match second color	add \$850
Spot colors will be converted to CMYK unless PMS match color is ordered.	
Bleeds – available on full, 2/3, half vertical and horizontal – No Charge	

Special Position:

All ads run of book unless specifically requested	
Inside Front or Inside Back Cover*	add 25%
Back Cover*	add 25%
Opposite Table of Contents or Point of View	add 20%
Any other Special Position	add 15%
* 12X - must be 12X Advertiser	

Marketplace/Classified Rates:

Marketplace/Classified Display Ad Rates (all charges are per month)

Marketplace ads are placed in Parking Today for the month(s) ordered. Your ad is IMMEDIATELY placed on PT's Web Site at no additional cost.

Text Only Ads

Place an ad in one of our marketplace areas-Help Wanted, Business Opportunities, RFP/RFQ, or Buy It.

- 40 words in Magazine and Unlimited website copy \$75.00
- Blind ad Replies to PT \$25.00
- Words over 40 in Magazine \$2.00/word

Column Display Ads – Products/Services/Consultants

Place a monthly ad in the marketplace. Can include text and graphics.

- Ad is per column inch (1 column = 1-3/4" wide) \$75.00
- Additional Color \$50.00/color

Dealers, Installers, and Suppliers

Dealers and installers – Advertise your contact information every month in PT magazine which includes your free on-line listing in ePIP and a listing in the annual Parking Industry Phone Book 'PIP' at no additional cost.

Semi Annual Invoice p/month per location	\$50.00
Annual Invoice p/month per location	\$37.50

For further information contact:

Display Advertising:
Marcy Sparrow
310 390 5277 X3
(Fax) 480 240 1287
marcy@parkingtoday.com

Marketplace:
Kelley Havener
310 390 5277 X4
kelley@parkingtoday.com

Online/Dealers,
Installers, & Suppliers:
Kelley Havener
310 390 5277 X4
kelley@parkingtoday.com

Editor:
John Van Horn
310 390 5277 X2
jvh@parkingtoday.com

Editor of Parknews.biz
Astrid Ambroziak
310-390 5277 X9
astrid@parkingtoday.com

PARKING TODAY Mechanical Specs

Parking Today Ads Sizes: Width Height

Parking Today Ads Sizes:	Width	Height
Full non-bleed with bleed*	7-1/2" 8-5/8"	9-5/8" 11-1/8"
2/3 Vertical with bleed*	4-7/8" 5-1/2"	9-5/8" 11-1/8"
1/2 Horizontal with bleed*	7-1/2" 8-5/8"	4-3/4" 5-1/2"
1/2 Vertical with bleed*	3-5/8" 4-1/8"	9-5/8" 11-1/8"
1/2 Island	4-7/8"	7-3/8"
1/3 Vertical	2-1/4"	9-5/8"
1/3 Square	4-7/8"	4-3/4"
1/3 Horizontal	7-1/2"	3-1/8"
1/4 Square	3-5/8"	4-3/4"
1/4 Vertical	2-1/4"	7-3/8"
1/4 Horizontal	7-1/2"	2-3/8"
1/6 Vertical	2-1/4"	4-3/4"
1/2 Horiz. Spread with bleed*	15-5/8" 17"	4-3/4" 5-1/2"
Two-Page Spread with bleed*	15-5/8" 17"	9-5/8" 11-1/8"

* Bleed is 1/8". Keep live matter at least 3/8" from trim and gutter.

The June issue is the People in Parking Directory and is a smaller digest size. Ad sizes will be mailed prior to ad deadline.

Sending Materials:

File Transfer: Files can be emailed to artdept@parkingtoday.com if stuffed or zipped and file size is less than 6MB. Send large files using a File Sending Service, such as Dropbox, to artdept@parkingtoday.com.

Terms and Conditions

15% discount to accredited advertising agency on all display advertising space, website banner ads, color, and position when insertion orders are submitted. Non-commissionable items are: Emporium/Classified advertising, ads smaller than a 1/4 page and any cost of artwork, printing, postage or other production charges. Our invoices are net on receipt of invoice on approved credit for all services; 1.5% per month service charge (depending upon state limit laws) after 30 days. VISA, MasterCard and Amex, Diners Club, and Discover Cards accepted.

Conditions:

Publisher reserves the right to cancel all signed insertion order agreements if payments are not paid on time. Payments received will be credited to the oldest outstanding balance. New advertisers and agencies must submit credit application and may be required to prepay first insertion. Extension of credit is subject to approval of our Credit Department. Advertisements originating outside of US must pay in US dollars.

Advertisers will be billed at the one-time rate unless we have entered into a written advertising contract. Frequency rate is determined by number of insertions used or contracted in advance during a 12-issue period. Advertisers will be short-rated if, within a 12-month period from the date of first insertion, they do not use the amount of space upon which their billings have been based. Advertisers will be rebated if, within a 12-month period from the date of first insertion, they have used sufficient ad space to warrant a lower rate than that at which they have been billed.

Cancellations and late ad material: Advertisers and their agencies that cancel any advertising after the official ad close agree to a cancellation charge of \$500.00. A late production charge of \$150.00 will be applied to materials not received by official ad material closing date.

Insertion orders are accepted from agencies with the understanding that the agency is acting as the advertiser's representative. Agency and advertiser are jointly and severally responsible for all space, color, position and production service charges incurred by either. Insertion orders placed by an agency represent acceptance of all terms and conditions in this rate card. Publisher is not bound by conditions appearing on order forms or instructions from any agency or advertiser that conflict with the terms listed herein.

No verbal instructions of any kind will be accepted by the Publisher - all requests must be in writing, including ad cancellations. Written insertion orders, schedules, incentives and instructions are NOT binding until fully accepted and approved by Publisher.

Parking Today Magazine is wholly-owned by Bricepac, Inc., Los Angeles, California. All advertisers and their agencies indemnify and protect the Publisher from loss of expense or claims due to lawsuits based upon the subject matter (including text, representation, copyrights, illustrations or fitness for a particular purpose) and content of such advertisements. All written agreements and insertion orders shall be deemed entered into the State of California, which shall be construed and governed solely by the Laws of that State.

Publisher's liability for any error will not exceed the cost of the space occupied by the error. Publisher cannot be held liable for

circumstances beyond his/her control affecting production or delivery in any manner.

Publisher reserves the right to place the word "advertisement" on copy, which, in his/her opinion, closely resembles editorial matter. Positioning of advertisements is at the discretion of Publisher except when a paid preferred position has been requested. Publisher reserves the right to reject any advertising that does not conform to publication standards.

Supplied advertising materials that do not meet requirements will be subject to actual production charges. Furthermore, Publisher does not accept responsibility for proper reproduction or color match. No "make-goods" will be given for printing errors incurred by faulty disks or electronic media supplied. Publisher makes minor inspection of ad, but will assume supplied materials are fully correct and in accordance with SWOP standards. Publisher is not responsible for correcting or changing ad materials unless instructed in writing by the advertiser/agency prior to material close date. Publisher assumes no liability for errors or omissions in advertisers' or editorial indexes.

Please use your complete URL to ensure that ads will have live links to your website in our Online Magazine (include www. when applicable).

Trim Size Parking Today: 8-3/8" x 10-7/8", web offset, saddle stitched. Bleed is 1/8".

Keep live matter at least 3/8" from trim and gutter on bleed ads.

Storage: Ad materials are stored for one year from date of last insertion.

Digital Files: If file is prepared on a PC, all type must be converted to paths or outlines. Ads created in incompatible programs will incur a minimum \$75 fee for conversion. **All color must be in CMYK.** Spot colors will be produced in CMYK.

Prepress Work: Quoted on request.

Design/Production Services: Ad design and Online banner ad design, corrections and requested changes will be billed at \$75 per hour (\$50 minimum).

Transfer Media: Files can be emailed if stuffed or zipped and file size is less than 6MB. Send large files using a File Sending Service, such as Dropbox, to artdept@parkingtoday.com.

Approved Programs and File Formats...

Adobe Acrobat PDF Files: (preferred)... Must be saved at high resolution and CMYK with all fonts embedded. Please convert all spot colors to CMYK before creating pdf file.

Adobe Illustrator: Save in EPS format with CMYK color. Convert all fonts to paths and/or include all fonts (screen and printer).

Adobe InDesign: Send all linked graphics and fonts (screen and printer) with document file.

Adobe Photoshop: Files must be in CMYK or grayscale at 300 dpi.

Publisher accepts no liability for printing errors if images are submitted in RGB mode or low resolution.

Resolution on all Photoshop files must be 300 dpi at 100% of final size. Files that have been created for use on the Web are low resolution and are not acceptable for printing. Do not use fonts that have been fake bolded or italicized. Please be sure that all imported files are CMYK colors and not spot colors. Place linked files at 100%.

File naming: Advertiser's Name_Month_Year.

Additional Magazine Opportunities

Geotarget

We can target where your ad goes by state, city or zip code, to ensure your message is focused on your prospective market. Use the advertising options below to maximize your exposure.

Belly Bands

Imagine a wide belt around the outside of the magazine made out of heavy duty paper. It is approximately half the height of the magazine. This is perfect for a new product announcement, tradeshow marketing or for branding your company. Every person who gets the magazine must see this before they can even open the magazine.

Inserts

This is a great way to stand out from the crowd. If you have a product brochure or any type of marketing material, we can place it in the

magazine so that people will have the ability to take it out. Have your catalogue in the hands of your customers at a fraction of the cost of printing and mailing it yourself.

Blow-ins

You know those cards that fall out of magazines that ask for you to sign up for the magazine. Instead of signing up they can see your ad. It can be taken out and stored for future use. Instead of having to refer to the magazine for your ad they can have it on their desk, right at their fingertips.

Others

If you can think of it, we can do it. Let us help you to market your company to the parking community. For more information contact Marcy Sparrow: marcy@parkingtoday.com.



Online and Digital Advertising with Parking Today Media

Online Advertising

Advertising in print magazines, such as Parking Today is still considered the gold standard for advertising. Print is important to help companies tell their stories in detail and generating buzz about the company, its products, and services. However, digital advertising has become more common because of the immediacy.

Advertising on the Parking Today Media websites has some important advantages over print, which include:

- Expanded worldwide exposure
- Measurable click-through Rates
- Measurable data about websites effectiveness
- Timely information about the industry

Measuring PTM Website Effectiveness

There are several website metrics that can be monitored using Google Analytics. For B2B websites such as ours, there are several specific metrics that are recommended*. Some of the key metrics we look at are:

Click-through Rate (CTR): Click-through rate is calculated as the number of clicks (number of times someone opened an ad, per 1000 impressions). From Wordstream, the average CTR for B2B display ads is 0.20%. The average CTR for our websites of 0.32%. This included 25% of ads with an average CTR of 0.47%.

Average Session Duration – the average length of time someone is on the website. Kevin Bloom in his LinkedIn report recommends that B2B firms aim for an average session duration of 2 minutes.

As you can see, visitors to parkingtoday.com and parknews.biz spend significantly more time, 9.16 and 8.23 minutes respectively. This means that there is a greater chance of a visitor seeing and clicking on an ad.

Bounce Rate – The percentage of visitors who left the entrance site without interacting with the page. It is an indicator of how interested the visitor is. According to Bloom, the target bounce rate for B2B sites should be 40%. Both parkingtoday.com and parknews.biz have significantly better bounce rates. For parkingtoday.com 16.19% and for parknews.biz it is 1.09%. This means that they have a reason to come to our websites and spend time.

Why Visitors come to PTM Websites

From recent online questionnaires, and Google Analytics, we know why visitors come to our websites and how many.

www.parkingtoday.com:

- The Parking Today website averages over 10,000 visitors per month with an average of 14,000 page views.
- 61% came to read Parking Today magazine online,
- 26% to read and search articles, including JVH's Blog
- 9% to search the Marketplace.

www.parknews.biz:

- The ParkNews.biz website averages more than 4,500 visitors a month with an average of 7,500 pageviews. The majority, 71%, come to read Parking Industry News.

*<https://hngemarketing.com/blog/story/top-b2b-website-metrics-to-monitor-using-google-analytics>;
*<https://www.linkedin.com/pulse/top-b2b-website-metrics-monitor-using-google-analytics-kevin-bloom/>

Digital Advertising

We've all experienced it: you visit a website to look at something and the next thing you know the same item follows you to the next website, and the next... that's called retargeting. The ads are retargeted to those people who have come to one of the Parking Today Media websites: www.parkingtoday.com; www.parknews.biz and https://pieshow/parkingtoday.com. It's a great way to ensure that your ads have wide reach to your target industry. Ads can be run at any time during the year, including before and/or after a tradeshow such as PIE to drive people to your booth and to follow up. Retargeting campaigns are based on the number of times the ad, or impressions, is shown to a potential customer.

Retargeting Rate Card

Total Impressions	Price
25,000	\$1500
50,000	\$2500
100,000	\$5000

Retargeting Mechanical Specifications

Ads should be in .jpg, .gif or .png formats. Also required is the target URL. The ad sizes are:

Ad Size in Pixels	Best for
300 x 250	Computer and Mobile Device
728 x 90	Computer and Mobile device
160 x 600	Computer/Tablet
180 x 150	Computer/Tablet
300 x 600	Computer/Tablet
320 x 100	Mobile Device
320 x 50	Mobile Device

You can provide any or all of these ad sizes. For video ads, please contact marcy@parkingtoday.com directly for more information.

Online Rate Card

Various offerings on our Web Page with over 20,000 individual viewers each month

Online Banner ads

Place your banner ads on both of our websites and get the visibility that you deserve. Each banner ad rotates every eight seconds for an average of 5,000 impressions per month. Linked to a website of your choice. With 20,000 visits each month, your company's banners ads will make quite an impression.

Banner Ads - \$1295

Two banners ads on www.parkingtoday.com.

Two banners ads on www.parknews.biz.

One Banner on our PT Online site.

Mailing List Rentals

Utilize Parking Today Media's extensive mailing list (15,500 subscribers) by renting the addresses and names for a one-time direct mail piece. We provide you with an Excel spreadsheet and you send out your information.

One-time use *\$1,295*

Online Articles

Place an article on *Parking Today's* homepage. Include pictures, video and a link to your website. Show off your best work for everyone to see. Educate the audience while also informing them about your product. You write the article or *PT* can do it for you.

\$400 per month or \$1,000 for 3 months

Classified Ads

Get an unlimited amount of text on *PT's* marketplace website listed in one of four categories: Help wanted, Business opportunities, RFP/RFQ, or Buy it; a 40 word synopsis of your copy will also be included in the next issue of *PT* the magazine.

\$75 per month

Parking Today E-Newsletter

Parking Today sends an e-newsletter each month to over 15,900 people in the parking industry. Create an ad to incorporate into the newsletter and bring more people to your website.

Sponsor Banner ad placed at top of e-newsletter.

\$500 per month

Banner ad place in body of E-newsletter.

\$450 per month

E-Blasts

Ads

Send an advertisement directly to the email box of your customers. With over 15,900 email addresses, *Parking Today* has the broadest reach in the entire industry. Your company can design the advertisement or let *Parking Today* assist you. Only two email blasts sold each month.

One-time use *\$1,575 to entire email list*

Parking Today Online Magazine E-mail blast

Each month *PT* sends the digital version of the current month's *Parking Today* magazine to our 15,000 e-mail addresses.

Only One banner ad available each month *\$695*

Park News Newsletter Banners

Twice a week we send out a ParkNews E-newsletter to our database recapping the main stories of the day and directing them to the www.parknews.biz website.

Two spots are available each time for a banner to be placed here.

\$595 per month

Parking Today Header Banner Ad

Place your banner in this new spot on parkingtoday.com that only rotates between three advertisers. This gives your banner more viewing time by our readers.

\$595 per month

12x print advertisers receive 25% off online advertising • 6x print advertisers receive 15% off online advertising
3x print advertisers receive 10% off online advertising

Online Mechanical Specs

Online Banner Ads

Please send in all sizes below Jpg or gif; 150 dpi, 500k max
Rotation every 8-10 seconds

412 X 66
202 X 520
300 X 200

Online Articles

Headline-5-10 words Content-500-750 words
Main Image 767 x 337 pixels, .jpg or .gif (Static) 150 dpi
Additional Image 315 x 200 pixels, .jpg or .gif (static), 75 dpi
Web link

Classified Ads

Unlimited content (words), contact information.
Logo -100 x 100 pixels, .jpg or .gif (static only), 75 dpi,
maximum 40k.

Parking Today E-Newsletters

Sponsor Banners - .jpg or .gif, 150 dpi,
Body of email banners 412 x 66 pixels

E-Blasts

Please contact Marcy Sparrow: 310-390-5277 ext. 3, or
marcy@parkingtoday.com for more details.

Find below a list of the items that are needed to process your
Email blast:

1. HTML code
2. Ideal width 600 - 650 pixels; length unlimited
3. Subject line
4. From label (the name to appear in the recipient's inbox)
5. Reply to Email Address
6. Text Version
7. Who will approve the Email? - a list of Email addresses
8. Backup PDF for visual reference
9. The max number of HTML characters is 46,080
10. Optional - embedded video specs - 480 x 385 pixels is
4:3 video or 640 x 385 pixels for 16:9
11. Please send in file type .jpg or .gif 150 dpi

Parking Today Online Magazine Email blast Banner

500 k max size 412 x 66

ParkNews Newsletter Banners

500 k max size 412 X 66
100 X 500

Parking Today Header Banners

500k max size 170 x 43

PARKING TODAY MEDIA Extras

To Help You Shape Your Marketing Strategy

- **Reprints of your Parking Today Article for distribution**

Complete reprint of the article that featured your company in Parking Today magazine

- **Mailing Lists**

Parking Today has an extensive database of parking professionals (over 20,000 names and addresses). Contact us about your next direct mail project or email blast.

- **Mailing list rentals**

Utilize Parking Today Media's extensive mailing list (15,500 subscribers) by renting the addresses and names for a one time direct mail piece. We provide you with an Excel spreadsheet and you send out your information. \$1,295 - one time use.

- **Calendar - Complete Events Calendar**

Don't forget to send us information on your association events.

- **Design/Production Services** Ad design, corrections and requested changes will be billed at \$75 per hour (\$50 minimum).

- **New Products Section**

Make sure that you send a paragraph length write up of a new product along with a high resolution picture and link to your website. This is a great opportunity for your product team to get in front of 15,000 potential customers.

Email your information to editor@parkingtoday.com

Preprinted inserts are accepted. Just be sure you contact us before you proceed with printing, so we can ensure that our specifications match.

For information on Business Reply Cards, Cover Wraps, and Inserts, contact John Van Horn at 310 390 5277 Ext 2.

www.parkingtoday.com is the most visited site in the industry. With over 18,000* individual visits a month, PT's website is the place to come for parking information, Period!

The Parkingtoday.com site offers information on:

- Current Issue
- On-line Classified ads
- The Most Complete Parking Events Calendar Available
- The Electronic Products in Parking Directory
- Full Information About our Upcoming Trade Shows and Training Seminars
- Banner ads
- Educational Webinars
- PT's Blog – the latest news in Parking

Full access to back issues of Parking Today and the PDFs of the most current issue, available on-line weeks before it's received in the mail.

"Parking Today is absolutely great to work with. The magazine is my go-to guide to the industry. The articles are always interesting and informative. Parking Today has been a great support for our company. The collective energy of the staff and passion for the industry can't be beat!"

- Karen Blasing Pradhan, Product Manager SKIDATA, Inc.

"Southland Printing Co., Inc., has been a part of the Parking Today family since the beginning. We have found that when needed, we look to Parking Today as one of the excellent reference sources for the parking industry."

- John Manno, Jr., President Southland Printing

*Parking Today Media Research Dept.

THE PREMIER PARKING EVENT OF 2020

Exhibits
60% SOLD!

THE PARKING EXPERIENCE - in San Diego! -

conference • technology • networking



Parking Industry Expo

March 22-25, 2020  *San Diego*



- - - March 22 - 25 2020 - - -

San Diego Convention Center

PieShow.ParkingToday.com