

# 2020 International Buyers' Guide

to Products and Services

You've got the best products and services. We've got the right buyer audience.



## Promote Your Parking Products and Services

The NPA International Buyers' Guide is your opportunity to reach thousands of decision makers looking for excellence in products and services

The Buyers' Guide appears in the June 2019 issue of NPA's *Parking* magazine, with additional digital distribution to 10,000+ parking industry professionals. For parking-related products and services, there is no better place to be.

**Basic Showcase packages start at \$995.**

**Deadline: April 15, 2019**

**Order Online at**  
**[WeAreParking.org/npabuyersguide](http://WeAreParking.org/npabuyersguide)**

For more information, contact  
[StacyHudson@WeAreParking.org](mailto:StacyHudson@WeAreParking.org) or call 202.470.6302

## BUYERS GUIDE PACKAGES

- 1. Premium Showcase Upgrade** - Basic Showcase Upgrade PLUS:
  - Two full-page ads (must run Aug-Dec 2019)
  - One postcard "outsert," October 2019 issue
- 2. Premium Showcase** - Basic Showcase Upgrade PLUS:
  - One full-page ad (must run between Aug-Dec 2019)
- 3. Basic Showcase Upgrade** - Basic Showcase PLUS:
  - 1/2 page ad under the formatted listing
- 4. Basic Showcase** - 1/2 page, 4-color, formatted horizontal listing:
  - 250-300 word corporate description
  - Product photo or company logo
  - One category listing
  - Full contact details





PACKAGE	NPA MEMBER	NON-MEMBER	PACKAGE DETAILS	NOTES
<b>PREMIUM SHOWCASE UPGRADE</b> (ONLY 4 AVAILABLE)	\$5,895	\$6,895	<ul style="list-style-type: none"> <li>Includes all Basic Showcase Upgrade details</li> <li>Two additional full-page ads (Aug-Dec)</li> <li>Postcard "outsert" in October 2019 issue</li> </ul>	Full-page of real-estate in the June issue of <i>Parking Magazine</i> . Select to run two additional full-page ads between August and December 2019. Limited space available in September & October. <b>Postcards to be produced by advertiser and shipped to Parking Magazine mailhouse.</b>
<b>PREMIUM SHOWCASE</b>	\$3,895	\$4,895	<ul style="list-style-type: none"> <li>Includes all Basic Showcase Upgrade details</li> <li>One additional full-page ad (Aug-Dec)</li> </ul>	Full-page of real-estate in the June issue of <i>Parking Magazine</i> . Select to run additional full-page ad between August and December 2019. Limited space available in September & October.
<b>BASIC SHOWCASE UPGRADE</b>	\$1,895	\$2,495	<ul style="list-style-type: none"> <li>Includes all Basic Showcase details</li> <li>Half-page ad under the formatted listing</li> </ul>	Full-page of real-estate in the June issue of <i>Parking Magazine</i> .
<b>BASIC SHOWCASE</b>	\$995	\$1,395	<ul style="list-style-type: none"> <li>Half page formatted listing (horizontal)</li> <li>Full contact information</li> <li>Booth # (if applicable)</li> <li>200-300 word description</li> <li>Logo or product photo</li> <li>1 topic category</li> </ul>	
<b>CATEGORY CALL-OUT</b>	\$350	\$600	<ul style="list-style-type: none"> <li>Quarter page formatted listing</li> <li>Full contact information</li> <li>Booth # (if applicable)</li> <li>50-word description</li> <li>Logo or product photo</li> <li>1 topic category</li> </ul>	Advertiser can purchase an unlimited number of category call-outs. <b>Category call-outs can only be purchased with a Basic Showcase package.</b>
<b>NPA CONVENTION CALL-OUT</b>	\$300	\$550	<ul style="list-style-type: none"> <li>Quarter page formatted listing</li> <li>Full contact information</li> <li>Booth #</li> <li>50-word description</li> <li>Logo or product photo</li> <li>1 topic category</li> </ul>	<b>Only available with the purchase of booth space at the 2019 NPA Convention &amp; Expo.</b>

LOGO

# COMPANY NAME

BOOTH # *(if applicable)*

Address

Phone

E-mail

Website

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YOUR AD HERE

## BASIC SHOWCASE

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**BOOTH #** *(if applicable)*

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**Phone**

**E-mail**

**Website**

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## CALL-OUT *(can only be purchased with a Basic Showcase or booth space)*

LOGO

# COMPANY NAME

**BOOTH #** *(if applicable)*

**Address**

**Phone**

**E-mail**

**Website**

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