

NPA NEWSBRIEF

REACH

5,400

PARKING INDUSTRY PROFESSIONALS

EVERY WEEK

MEDIA KIT



A

NPA News Brief
A news resource from the National Parking Association

2010 Parking Show of Shows

Registration open for 2010 Parking Show of Shows

Registration for NPA's 59th Annual Convention and Expo - The 2010 Parking Show of Shows - is now open. This year's Show, scheduled for Oct. 11-14, promises to be our best ever. Nationally known speakers, exciting business sessions and new lower daily registration rates are some of the features you can expect when you attend.

Smart in your world? Arent Fox

From the NPA Office

2010 Parking in America Rate Survey planned

NEWS
You are invited to participate in NPA's 3rd Annual Parking in America Survey - coming soon to your inbox. NPA's annual survey examines monthly, daily, and hourly rates in garages throughout the central business districts of more than 100 cities, and explores the range of specialty parking facilities that operate both in cities and suburban areas throughout North America. Included among these are hotels, hospitals, airports, and educational institutions. [MORE](#)

PARKING Magazine Sneak Peek

Sneak peek at June issue

"Vaiet Makes It to the Big Leagues," by Charlie Munn, CPP, CAPP Baseball's New York Yankees have always seemed to inspire both devotion and loathing in baseball fans. They seem to have it all: an unlimited budget, an unrivaled stage and an unending knack for drama. To top it all off, for those suffering from a recurring case of Yankees lust or envy, the team now has valet parking. According to reports, the Yankees built a valet garage adjacent to the new stadium to house up to 600 vehicles. In offering the upscale perk of valet parking, the Yankees are not alone. They weren't even the first.

Membership Works!

Membership

SunTrust Merchant Services (STMS), powered by First Data, the world's largest payment processor, keeps expanding and improving their benefits to NPA members. The nine-year NPA Affinity Partner provides deep discounts and consolidates all Credit/Debit/Gift Card services on one internet-based statement, as they now bill for Discover and American Express, unlike any credit card processing competitors. That means all credit cards can be funded as quickly as 24 hours with a SunTrust checking account (48 hours without), with no more daily net discounting for American Express and all servicing through just one company!

"Green" parking is for cleaner air at the new "green" hospital in Tennessee

NEWS
Johnson City, Tenn., has a new green hospital, Franklin Woods. It will have environmentally focused aspects throughout its building, but also, outside the building, it will affect arrivals who drive to the hospital. People who drive energy efficient cars, or carpool to work, will find a perk for them, in the parking lot. [MORE](#)

In Wildwood, NJ, you will soon be able to feed the parking meter by cell phone

Press of Atlantic City
Each meter will have a sticker on it giving visitors the number to call to make a payment. The first time they park is free, and they can pay for future parking as needed from any location using debit and credit cards. [MORE](#)

Price of parking drops at Detroit Metro Airport

Detroit Free Press
Local air travelers may feel gouged by checked baggage, carry-on and other fees, but now they'll be able to recoup some of that money when they park at Detroit Metro Airport. [MORE](#)

One more reason for congestion pricing: Every car in Manhattan costs us \$128

The N.Y. Times
Every single car in Manhattan, at any given point (in space, not time) costs all of us \$128. That's a lot of money, no? That figure was arrived at through the work of Charles Komanoff, a traffic paragonist who made a very finely detailed cost-benefit analysis of automobile impact on the wallets of each and every New Yorker. [MORE](#)

PRODUCT SHOWCASES

<p>Frequent Parker Program</p> <p>Stain points each time you park that can be redeemed for free parking or car care services. One point is earned for each paid day. You are guaranteed space available anytime you make a reservation 5 or more days before your check-in date. More info</p>	<p>Parking Structure Planning and Design</p> <p>Parking structures have unique characteristics that distinguish them from other buildings. As parking consultants, one of our strengths is an extensive background in planning and designing parking structures for virtually every use and for every type of client. And, in each case, intelligently balancing aesthetics, functionality and cost for maximum benefit to the owner and user. More info</p>	<p>National Outdoor Signs</p> <p>National Outdoor Signs, LLC, is managed by a team of talented professionals with over 60 years experience in outdoor advertising and commercial real estate. We have long standing relationships with local and national media buyers as well as local and national advertising agencies. This allows us to help property owners increase the revenue from their properties. More info</p>
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B

MANY WAYS TO DELIVER YOUR MESSAGE TO THIS MARKET

C

B1

ADVERTISING OPTIONS

C1

A LEADERBOARD

This premier position provides your company with top exposure and quality traffic.

B/1 SKYSCRAPER/HALF SKYSCRAPER

A skyscraper is a large format ad with prime real estate to sell your company's products or services to decision-makers.

C/1 TOP/BOTTOM BANNER

Banner ads allow your company to combine text, colors, and graphics into a unique sales message for committed buyers.

E

D PRODUCT SHOWCASE

Showcase your latest product with this placement and include a photo, 50-word description and link to your site.

D

E CALLOUT TEXT AD

Integrated into the feel of the brief, a callout ad targets your buying audience with an image and 25-word description.

F TRADITIONAL TEXT AD

Leverage the power of words with a 15-word text ad to drive traffic to your website.

Sample provided is representative of ad specifications only and does not necessarily depict placement within the brief.

SEE PRICING NEXT >>>

AD RATES & SPECS

Prices are for participation in 13 emails to 5,400 parking industry professionals (one 90 day cycle)



Leaderboard
\$3500

Image Dimensions
728x90

File Format
JPEG, GIF

Max File Size
120k



Top/Bottom Banner
\$3000/\$2750

Image Dimensions
468x60

File Format
JPEG, GIF

Max File Size
50k



Skyscraper/Half Skyscraper
\$3000/\$2500

Image Dimensions
120x600
120x300

File Format
JPEG, GIF

Max File Size
150k
75k



Product Showcase
\$2950

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laboreis nisi. [More](#)

Text **five word headline, fifty word description**
Image Dimensions **175x125** File Format **JPEG, GIF**



Callout Text Ad
\$2500

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Text **five word headline, twenty-five word description**
Image Dimensions **125x100** File Format **JPEG, GIF**



Traditional Text Ad
\$1500

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sed do eiusmod tempor
incididunt ut labore et. [More](#)

Text **five word headline, fifteen word description**
Image Dimensions **120x50** File Format **JPEG, GIF**

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NPA NEWSBRIEF, POWERED BY MULTIBRIEFS,
PROVIDES WEEKLY NEWS AND INFORMATION TO
PARKING INDUSTRY PROFESSIONAL NATIONWIDE.

The news tackles today's most relevant issues, gathered from sources like **The Associated Press, The New York Times, Financial Times** and the leading industry publications and is delivered to the inboxes of parking industry professionals - the top-tier people in the industry.

NPA NEWSBRIEF
IS A PROFESSIONAL RESOURCE FOR

NEWS+
IDEAS+

TOP TEN REASONS TO ADVERTISE IN NPA NEWSBRIEF:



CREDIBLE SOURCE

For years, our members have turned to the association as the informational authority of the industry. Advertising in NPA NewsBrief solidifies your place among weekly information provided to NPA members.



TARGETED DISTRIBUTION

Advertising in NPA NewsBrief allows your company to reach industry decision-makers. Your message will be in front of pre-qualified buyers who are looking for your products specifically for their business.



OPT-IN SUBSCRIBER LIST

Subscribers to NPA NewsBrief have asked to receive this information. Your ad will no longer be mixed with junk mail and spam. Our enhanced technology ensures that your ad will make it through spam filters.



RELEVANT CONTENT

Our editorial philosophy is driven by current events and relevant industry issues and trends that affect our subscribers the most.



FREQUENCY

Frequency builds awareness. As a weekly publication, NPA NewsBrief ensures your ad will be every week by our 5,400 subscribers.



AFFORDABLE

Advertising in NPA NewsBrief is much cheaper than many other Internet advertising options, and much more affordable than television and radio promotion. Have you priced pay-per-click campaigns lately?



YOUR AD WILL GET THE ATTENTION IT DESERVES

Each issue of NPA NewsBrief has a limited number of ad spaces, allowing your ad to get maximum exposure. A limited number of ads equals higher visibility.



IMMEDIATE RESPONSE TO YOUR AD

The electronic format makes it more convenient for a reader to respond to your ad. Your product is just a click away!



EXCEPTIONAL CREATIVE SERVICES

Our talented graphics team is continually raising the bar by creating sophisticated Web ads for our clients. These services are offered at no charge to advertisers in NPA NewsBrief.



TRACK CAMPAIGN EFFECTIVENESS

As an advertiser, you'll have the ability to track reader response your campaign, immediately quantifying your ROI.