



2018

CAI-MN ADVERTISING KIT

Tap into an \$85 billion per year industry. Here is how you can reach this lucrative market and meet your future customers.



ANNUAL PARTNERSHIP



Annual Partnership includes a package of benefits that get your company's name included at every point of contact with the CAI Minnesota organization. This includes exposure on the CAI-MN website, in *Minnesota Community Living*, and at every education and networking event throughout the year.

Annual Partnership gives you an integrated approach to building awareness about your company in the community association industry. Annual Partnerships run January through December each year and all benefits must be used prior to the completion of the year for which they are purchased.

| BENEFITS | TITANIUM \$20,000/YR | PLATINUM \$10,500/YR | GOLD \$6,500/YR | SILVER \$4,000/YR | BRONZE \$2,500/YR |
|--|--|---------------------------------|----------------------------|------------------------------|------------------------------|
| Host Event at Location of Sponsor's Choosing Contact info@cai-mn.com for Details | Yes | No | No | No | No |
| <i>Minnesota Community Living</i> Color Advertising Including Ad in On-Line Edition | All Issues, Full Page Back Outside Cover | All Issues, Full Page | All Issues, Half Page | All Issues, Business Card | 1 Issue, Business Card |
| Networking Event Sponsorship Credit (Golf Tournament, Vision Awards Banquet, Trade Show Exhibitor/Sponsorship and Social Events) | \$3,500 | \$2,500 | \$1,500 | \$1,000 | \$500 |
| CAI-MN Manager Seminar Sponsorship | 5 Seminars | 3 Seminars | 2 Seminars | 1 Seminar | 1 Seminar |
| CAI-MN Manager Seminar Registrations for Employees or Clients | 15 | 9 | 4 | 2 | 2 |
| Trade Show Registration for Employees or Clients | 10 | 6 | 3 | 2 | 1 |
| Annual Golf Tournament Registration | 8 Golfers | 4 Golfers | 2 Golfers | 1 Golfer | 1 Golfer |
| Vision Awards Banquet Tickets for Employees or Clients | 5 | 3 | 2 | 2 | 1 |
| Vendor Finder Listing | Yes | Yes | Yes | Yes | Yes |
| Website Listing with Link to Your Company on CAI-MN Homepage | Yes | Yes | Yes | Yes | Yes |
| Logo and Link on All CAI Promotional Emails | Yes | Yes | Yes | Yes | Yes |
| Recognition on All CAI Promotional Emails | Exclusive w/Logo | Exclusive w/Logo | Exclusive w/Logo | Group Listing | Group Listing |
| Listing on CAI-MN Program Brochures & Promotions | Yes | Yes | Yes | Yes | Yes |
| VIP Access to Event Sponsorships | Yes | Yes | Yes | Yes | Yes |
| <i>Minnesota Community Living</i> Listing in Chapter Partner Section of the Magazine | Yes | Yes | Yes | Yes | Yes |
| Recognition at All Social Events | Logo | Logo | Name | Name | Name |

PARTNERSHIP LEVELS

| | | | | |
|---|---|--|--|--|
| TITANIUM <input type="radio"/> \$20,000 | PLATINUM <input type="radio"/> \$10,500 | GOLD <input type="radio"/> \$6,500 | SILVER <input type="radio"/> \$4,000 | BRONZE <input type="radio"/> \$2,500 |
|---|---|--|--|--|

Annual Partnership Total \$ _____

VENDOR FINDER



The CAI-MN Vendor Finder is an online platform for community association board members and managers to find the service provider that best fits their community’s needs. The CAI-MN Vendor Finder allows you to describe your company, what makes your services unique, and how best to get in contact with you – including a link to your website.

By listing a company on the Vendor Finder, CAI-MN in no way endorses the quality of the work or service provided by the company or its owner.

Below, please list the information that you want to appear in the Vendor Finder.

Company Name (as you want it to appear online) _____

Primary Contact Name _____

Address _____

City _____ State _____ Zip _____

Number of Associations served in last 5 years _____ Year Established _____ Number of Employees _____

Phone _____ Fax _____

E-mail _____ Website _____

Areas of Services Provided: This is how members will find your company in the Vendor Finder. Check as applicable. The first three categories are included with your purchase. Additional categories can be purchased for \$50 each.

- | | | |
|---|--|--|
| <input type="checkbox"/> Accountants/CPAs | <input type="checkbox"/> Garage Door Services | <input type="checkbox"/> Recreation/Playground Equipment |
| <input type="checkbox"/> Attorneys | <input type="checkbox"/> General Contractors | <input type="checkbox"/> Remodeling/Restoration Services |
| <input type="checkbox"/> Banking & Finance Services | <input type="checkbox"/> Heating, Ventilation & Air Conditioning | <input type="checkbox"/> Reserve Analysis |
| <input type="checkbox"/> Builder/Developers | <input type="checkbox"/> Information and Technology | <input type="checkbox"/> Roofing/Chimney |
| <input type="checkbox"/> Collections | <input type="checkbox"/> Inspection Services | <input type="checkbox"/> Security Products & Services |
| <input type="checkbox"/> Concierge Services | <input type="checkbox"/> Insurance | <input type="checkbox"/> Siding |
| <input type="checkbox"/> Consulting | <input type="checkbox"/> Interior Maintenance/Remodeling | <input type="checkbox"/> Signs |
| <input type="checkbox"/> Credit Reporting | <input type="checkbox"/> Janitorial | <input type="checkbox"/> Skylights/Solar Energy |
| <input type="checkbox"/> Data Analytics | <input type="checkbox"/> Landscaping/Lawn Care/Snow Removal | <input type="checkbox"/> Training/Board Development |
| <input type="checkbox"/> Deck Products/Services | <input type="checkbox"/> Laundry | <input type="checkbox"/> Tree Care |
| <input type="checkbox"/> Elevators/Escalators | <input type="checkbox"/> Painting Services | <input type="checkbox"/> Tuckpointing |
| <input type="checkbox"/> Engineering Services | <input type="checkbox"/> Paving, Asphalt, or Concrete | <input type="checkbox"/> Vent Cleaning |
| <input type="checkbox"/> Exterior Maintenance | <input type="checkbox"/> Pest Control | <input type="checkbox"/> Waste Management |
| <input type="checkbox"/> Fencing | <input type="checkbox"/> Plumbing Services | <input type="checkbox"/> Windows & Doors |
| <input type="checkbox"/> Fire Safety Equipment | <input type="checkbox"/> Pool Services | |
| <input type="checkbox"/> Flooring | <input type="checkbox"/> Real Estate Services | |

Please include a short statement (fewer than 150 words) about your company and the services you offer.

PARTNERSHIP LEVELS

| Annual Partner | Non-Member |
|---------------------------|-----------------------------|
| <input type="radio"/> \$0 | <input type="radio"/> \$425 |

Vendor Finder listing includes 3 categories posted through December 2018.

ADDITIONAL OPTIONS

Additional Categories: \$50 each × _____ categories = \$_____

Premium Listing: \$ 99

(Company listing located at the top of every category in which your company is included)

B. Vendor Finder Total \$ _____

MINNESOTA COMMUNITY LIVING MAGAZINE



The *Minnesota Community Living Magazine* is CAI-MN's primary vehicle for communicating information and resources to homeowners, managers, and businesses. It is a goal of CAI-MN to have the *Minnesota Community Living Magazine* reach every homeowners association in the state. We pursue this goal by providing free subscription to homeowners and requesting that business partners and management companies distribute copies of the magazine to their clients.

ADVERTISING RATES COST

| Ad Size | (B & W Ad) | (Color Ad) |
|---|------------|------------|
| <input type="radio"/> Full Page (7.5" w × 10" h) | \$995 | \$1,250 |
| <input type="radio"/> Half Page/H (7.5" w × 4.5" h) | \$655 | \$875 |
| <input type="radio"/> Half Page/V (3.5" w × 10" h) | \$655 | \$875 |
| <input type="radio"/> 1/3 Page/Sq (4.5" w × 4.5" h) | \$505 | \$715 |
| <input type="radio"/> 1/3 Page/V (2.5" w × 10" h) | \$395 | \$570 |
| <input type="radio"/> 1/4 Page/V (3.75" w × 4.5" h) | \$340 | \$515 |
| <input type="radio"/> 1/6 Page/V (2.5" w × 4.5" h) | \$255 | \$375 |
| <input type="radio"/> 1/8 (Bus. Card) (3.5" w × 2" h) | \$215 | \$340 |

MAGAZINE EDITORIAL SCHEDULE

The magazine is produced quarterly, four times per year. Vendors interested in placing advertising have the following opportunities for 2018:

| Issue | Ad Deadline | Est. Publication Date |
|-----------------------------------|-------------|-----------------------|
| <input type="radio"/> 1st Quarter | January 30 | February 28 |
| <input type="radio"/> 2nd Quarter | April 15 | May 15 |
| <input type="radio"/> 3rd Quarter | July 15 | August 15 |
| <input type="radio"/> 4th Quarter | October 15 | November 15 |

PREMIUM PLACEMENT COST

| Ad Size | (Color Ad) |
|--------------------|------------|
| Inside Front Cover | \$1,295 |
| Inside Back Cover | \$1,295 |
| Back Cover | \$1,695 |
| Outsert* | \$1,695 |

*Advertiser is responsible for the additional printing costs associated with outsert advertisement

PARTNER/SPONSOR CREDIT

| Partner/Sponsor Level | Benefit | Credit |
|-------------------------|-------------------------------|-------------------------------|
| Platinum Annual Partner | Full-page color, 4 issues | <input type="radio"/> \$4,000 |
| Gold Annual Partner | 1/2 page color, 4 issues | <input type="radio"/> \$3,000 |
| Silver Annual Partner | Business-card color, 4 issues | <input type="radio"/> \$1,200 |
| Bronze Annual Partner | Business-card color, 1 issue | <input type="radio"/> \$340 |

1. Cost of ad _____ × number of issues it will run _____ = \$ _____
2. Nonmembers/Non-Annual Partners add 50% to the price + \$ _____
3. Subtract Annual Partner Advertising Credit - \$ _____

 Magazine Advertising Total _____

TOTALS & BILLING INFORMATION



| | | |
|-----------|----------------------------------|-------------------|
| A. | ANNUAL PARTNERSHIP | \$ _____ |
| B. | VENDOR FINDER | + \$ _____ |
| C. | COMMUNITY LIVING MAGAZINE | + \$ _____ |
| | GRAND TOTAL | = \$ _____ |

Questions? Contact Tim Broms at info@cai-mn.com or 612-504-0567

CAI-MN will accept this form via mail or a scanned copy emailed to Tim Broms at info-cai-mn.com.

Admission to all CAI-MN events requires advance registration either by mail, online, or in person. Individuals will not be admitted to an event without payment. Failure to attend an event does not constitute a cancellation of event registration and you will be charged for registering.

Cancellation Policy: With written cancellation notice, received one week prior to the event, you will receive a refund, less a \$50 processing fee. Cancellations the week of the event are non-refundable. Notice of cancellation must be emailed to the CAI-MN office. No-shows will not receive a refund.

Company _____

Contact Name _____

Address _____

City/State/Zip _____

Phone _____ Fax _____ E-mail _____

Method of Payment: Check enclosed, payable to CAI-MN VISA MasterCard American Express

Card Number _____ Exp. Date _____ Security Code (req.): _____

Cardholder Name (print) _____ Phone _____

Billing Address _____

Cardholder Signature _____

| | | |
|-----------|--|-------|
| initials | | fin. |
| date | | |
| CK/CC | | |
| amt. paid | | |
| bal. due | | comm. |

Submit this form with payment to:

Community Associations Institute - Minnesota Chapter
 Attn: Tim Broms
 PO Box 390181
 Edina, MN 55439
 Phone: 612-504-0567

MATERIAL SPECIFICATIONS REQUIRED

To avoid a set-up charge, all ads must be submitted as follows:

- Advertisers should supply a high resolution, print-quality PDF or EPS file. If this is not available, a high resolution (300 dpi minimum) TIFF or JPEG will also be accepted.
- Microsoft Word files are not accepted, unless advertiser is supplying straight copy for our department to design. Word ads are subject to a one time set-up fee of \$75 per hour, with a 1 hour minimum.
- Display ads that need to be designed or reworked because of incorrect materials are subject to an hourly charge of \$75, with a 1 hour minimum.
- Please send all materials via email to info@cai-mn.com.
- Compress all files. Maximum e-mail size is 20MB.
- In naming files, please include your organization name and month and year of publication, i.e. Smith Co. 07-17.pdf.

Proof required:

We strongly recommend that all digital ad submissions be accompanied by a client-approved high resolution proof for best results. Client-approved proofs in the form of laser-proof, inkjet proof or black & white laser proof are also accepted, but the client shall assume all responsibility for the fidelity of ads submitted with these lower-quality proofs or for ads submitted without proofs.

The following materials are NOT acceptable:

- Ads or images blown up from a lower resolution to 300 dpi.
- Printed images from books, magazines, etc.
- Photocopies.
- Low-res (below 300 dpi) images or ads pulled off of the web.
- Ads placed or set in a Word document.
- Corel Draw, Pagemaker, Publisher, Power Point, MS Excel or MS Paint files.