

2019

Marketing Opportunities

CAI MINNESOTA CHAPTER



7,500
HOAs



600,000
HOA Units



\$1.75B
Annual HOA Dues

Reach out to thousands of decision-makers in the Minnesota community association market:

- Management Company Executives
- Community Association Managers
- Homeowner Leaders
- Business Partners



Partnering with CAI-MN

Because of our involvement with CAI, we feel better connected and more informed.

Ryan

Over the last several years, CAI has been the source of many of our most trusted industry relationships.

Ben

The opportunity to participate in the educational programs and various social events helps us to stay on top of trends in the industry.

Tom



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 provides an integrated approach to build awareness about your company within the community association industry. Annual Partnerships run January-December each year and all benefits must be used prior to the completion of the year for which they are purchased. **The Titanium level is an exclusive opportunity for one partner only.**

2019 BENEFITS

	TITANIUM \$18,000/YR	PLATINUM \$10,500/YR	GOLD \$6,500/YR	SILVER \$5,000/YR	BRONZE \$3,000/YR
Annual CAI-MN Membership Fee	Yes (Up to \$1,000)	No	No	No	No
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> Magazine Advertising	All Issues, Full Page Back Outside Cover (\$6,000 Value)	All Issues, Full Page (\$5,000 Value)	All Issues, Half Page (\$3,500 Value)	All Issues, 1/4 Page (\$2,100 Value)	All Issues, Business Card (\$1,400 Value)
* Networking Event Sponsorship Credit (Golf Tournament, Gala Awards Banquet, Trade Show Exhibitor/Sponsorship and Social Events)	\$3,500	\$2,500	\$1,500	\$1,250	\$600
* 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	3	2
Trade Show Registration for Employees or Clients	10	6	4	3	2
* Annual Golf Tournament Registration	8 Golfers	4 Golfers	2 Golfers	1 Golfer	1 Golfer
Gala Awards Banquet Tickets for Employees/Clients	5	3	2	2	1
Vendor Finder Listing with Premium Placement	Yes	Yes	Yes	Yes	Yes
Website Listing with Link to Your Company on CAI-MN Homepage	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
Listing in Chapter Partner Section of <i>Minnesota Community Living</i> Magazine	Yes	Yes	Yes	Yes	Yes
Recognition at All Events	Logo	Logo	Name	Name	Name
* VIP Consideration for Event Sponsorships	Yes	Yes	Yes	Yes	Yes

* Subject to Availability

ANNUAL PARTNERSHIP LEVELS

TITANIUM ○ \$18,000	PLATINUM ○ \$10,500	GOLD ○ \$6,500	SILVER ○ \$5,000	BRONZE ○ \$3,000
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ATTENTION 2018 PARTNERS:
Receive a 5% discount off the 2019 Annual Partner fee if you upgrade from your 2018 Partnership level.

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.

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

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

VENDOR FINDER LEVELS

Annual Partner	Member	Non-Member
<input type="radio"/> \$0 Premium Listing	<input type="radio"/> \$0 Contact Listing	<input type="radio"/> \$1,000 (Includes CAI Membership up to \$620)

Vendor Finder listing includes 3 categories posted through December 2019.

ADDITIONAL OPTIONS

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

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 homeowner 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

Ad Size	Member	Non-Member
○ Full Page (7.5" w × 10" h)	\$1,250	\$1,875
○ Half Page/Horizontal (7.5" w × 4.5" h)	\$875	\$1,325
○ Half Page/Vertical (3.5" w × 10" h)	\$875	\$1,325
○ 1/4 Page/Vertical (3.5" w × 4.5" h)	\$525	\$775
○ 1/8 Page/Bus. Card (3.5" w × 2" h)	\$350	\$525

PREMIUM PLACEMENT COST

Ad Position	Member	Non-Member
Inside Back Cover	\$1,350	\$2,000
Back Cover	\$1,500	\$2,250

ANNUAL PARTNER VALUE

Partner Level	Benefit	Credit
Titanium	Full Page, 4 issues	○ \$6,000
Platinum	Full Page, 4 issues	○ \$5,000
Gold	Half Page, 4 issues	○ \$3,500
Silver	1/4 Page, 4 issues	○ \$2,100
Bronze	1/8 Page, 4 issues	○ \$1,400

ANNUAL PARTNERS: The ad you submit for the Q1-2019 magazine will be run in all four 2019 quarterly publications unless you indicate otherwise by submitting a new ad prior to the quarterly advertising deadline.

1. Cost of ad _____ × number of issues it will run _____ = \$ _____
2. Subtract Annual Partner Advertising Credit _____ - \$ _____

MAGAZINE EDITORIAL SCHEDULE

The magazine is produced four times per year. Firms interested in placing advertising have the following opportunities for 2019:

Issue	Ad Deadline	Est. Publication Date
○ 1st Quarter	February 1	March 4
○ 2nd Quarter	May 3	June 3
○ 3rd Quarter	August 2	September 6
○ 4th Quarter	November 15	December 16

ADVERTISING SPECIFICATIONS

All ads must be submitted as follows:

- Supply a high resolution, print-quality PDF or EPS file. If this is not available, a high resolution (300 dpi minimum) 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 email all materials to info@cai-mn.com.
- Compress large files. Maximum e-mail size is 20MB.
- In naming files, please include organization name and publication date, i.e. Smith Co. Q4-2019.pdf.

 Magazine Advertising Total _____

TOTALS & BILLING INFORMATION

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

Questions? Contact Tim Broms at tim.caimn@gmail.com or 612-504-0567

CAI-MN will accept this form via mail or a scanned copy emailed to Tim Broms at tim.caimn@gmail.com.

Company _____

Contact Name _____

Address _____

City/State/Zip _____

Phone _____ Fax _____ E-mail _____

Approved by _____ Date _____

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 _____

Submit this form (along with pages A, B & C as applicable) with payment to:

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