

# Community Manager

## ADVERTISING CONTRACT 2009-2010



ADVERTISER

CONTACT

TITLE

MAILING ADDRESS

CITY STATE ZIP

DAYTIME PHONE

FAX NUMBER

E-MAIL ADDRESS

WEBSITE (FOR AD INDEX)

CAI MEMBERSHIP NUMBER

TYPE OF COMPANY

AGENCY NAME

CONTACT

TITLE

MAILING ADDRESS

CITY STATE ZIP

DAYTIME PHONE

FAX NUMBER

E-MAIL ADDRESS

WEBSITE

SEND BILLING TO:  ADVERTISER  AGENCY

We wish to advertise in the following checked issues:

ISSUE	2009	SIZE	SHAPE	SALES CLOSE*	ADS DUE*	ISSUE	2010	SIZE	SHAPE	SALES CLOSE*	ADS DUE*
Jan/Feb	<input type="checkbox"/>	_____	_____	Dec 10	Dec 25	Jan/Feb	<input type="checkbox"/>	_____	_____	Dec 10	Dec 25
Mar/Apr	<input type="checkbox"/>	_____	_____	Feb 10	Feb 25	Mar/Apr	<input type="checkbox"/>	_____	_____	Feb 10	Feb 25
May/Jun	<input type="checkbox"/>	_____	_____	Apr 10	Apr 25	May/Jun	<input type="checkbox"/>	_____	_____	Apr 10	Apr 25
Jul/Aug	<input type="checkbox"/>	_____	_____	June 10	June 25	Jul/Aug	<input type="checkbox"/>	_____	_____	June 10	June 25
Sep/Oct	<input type="checkbox"/>	_____	_____	Aug 10	Aug 25	Sep/Oct	<input type="checkbox"/>	_____	_____	Aug 10	Aug 25
Nov/Dec	<input type="checkbox"/>	_____	_____	Oct 10	Oct 25	Nov/Dec	<input type="checkbox"/>	_____	_____	Oct 10	Oct 25

\*If date shown falls on a weekend or holiday, close date is the previous work day.

Run my ad continuously until rate changes or I notify CAI in writing to stop.

### ADVERTISING POLICIES

**Rates:** All Community Manager advertising is contracted on a 6-time basis only. No 1-3-time contracts will be accepted. Member rates apply only if membership is maintained throughout duration of contract.

**Rate Protection:** Advertisers will continue at their contract rate through the length of their contract, regardless of any rate increases during that period.

**Approval:** All advertising is subject to the publisher's approval and the publisher reserves the right to reject or cancel any advertisement, insertion order, space reservation, or position commitment at any time, with or without notice to the advertiser or advertising agency, and whether or not such advertising was previously acknowledged, accepted, or published. Acceptance of the advertisement by the publisher shall in no way constitute endorsement or recommendation by the publisher or magazine for the contents of the advertisement or

the product or service advertised. Advertisements that, in the opinion of the publisher, have the look of the magazine editorial copy will be marked "Advertisement."

**Ad Position:** Exact position of advertisements is at the discretion of CAI, and the publisher will not be bound by any condition appearing on insertion orders or copy instructions that conflicts with the provisions of this contract and/or rate card.

**Materials:** Written confirmation of material corrections is required by material closing date. If an advertiser fails to provide required material to meet deadlines of the issue in which space has been ordered, one of two actions will be taken: (1) the last published advertisement available will be repeated, or (2) if no advertisement is available, the space will be forfeited. In either case, the advertiser will be billed for the space reserved. Advertising materials will be stored for 12 months and will then be discarded unless otherwise

requested by the advertiser.

**Payment Policies and Terms:** All new advertisers must pre-pay their first advertisement to establish credit. Subsequent ads may be billed, subject to credit approval. 1x advertisers must pre-pay with each insertion order and are required to submit a new contract for each ad. CAI reserves the right to require pre-payment for any advertiser with past-due advertising balances. Failure on the part of advertising agencies to pay for space ordered does not release the client company from obligation to pay for all costs contracted on their behalf. Payment terms are net 30 days. Overdue accounts will be charged a 1.5% per-month finance charge beginning on the 31st day, on any outstanding balance.

**Pre-payment Discounts:** A 10% discount is offered to 6x advertisers when all six issues are paid in advance.

**Multi-Publication Discount:** A 10% discount is offered to any advertiser placing advertising in all of the following: 6x insertion in *Common Ground*, 6x insertion in *Community Manager*, annual online banner ad on [www.caionline.org](http://www.caionline.org).

**Agency Commission:** A 15% commission is paid to authorized agencies. *Agency commission is not valid on any bills past due 30 days or longer.*

**Nonpayment:** Ads will not be inserted for advertisers or agencies whose accounts are more than 60 days overdue, regardless of contract term. Subsequent ads will be placed once the account is brought current.

**Cancellation:** All cancellations must be received in writing no later than the space closing date. After the closing date, the advertiser is responsible for 100% payment of the ad space for that issue pursuant to the contract.

**Limits of Liability:** The liability of the publisher for any error for which it may be held legally responsible will not exceed the cost of the space ordered or occupied by the error. The publisher specifically assumes no liability for errors in key numbers. The publisher will not, in any event, be liable for direct, special, incidental or consequential damages, including but not limited to loss of income or profits.

## SIGNATURES

Signature below constitutes advertiser/agency agreement to terms, conditions, and regulations specified above.

NAME (PRINT)	TITLE (AUTHORIZING OFFICER)
SIGNATURE (AUTHORIZING OFFICER)	DATE
Accepted by CAI, subject to credit approval:	
NAME (PRINT)	TITLE
SIGNATURE	DATE

## CONTRACT CALCULATION

Membership (check one)  Member  Non-member

Color (check one)  4-color process  Black & White

Frequency 6x

Base Rate \$ \_\_\_\_\_

Add Special Placement \$ + \_\_\_\_\_

Subtract agency commission (15%) \$ - \_\_\_\_\_

Subtract all other discounts \$ - \_\_\_\_\_

Subtotal (rate + placement - discount) \$ \_\_\_\_\_

Contract Total (subtotal x freq.) \$ \_\_\_\_\_

Subtract pre-payment discount  
(6x only: 10%) \$ - \_\_\_\_\_

**GRAND TOTAL:** \$ \_\_\_\_\_

## PAYMENT

Total Payment \$ \_\_\_\_\_ for \_\_\_\_\_ Insertion(s)

Check enclosed (Make payable to CAI)

Please charge my:  American Express  MasterCard  Visa  Discover

**Bill my credit card for each insertion when due.**

Exp. Date \_\_\_\_\_

Card Number \_\_\_\_\_

Billing address \_\_\_\_\_

City/State/Zip+4 \_\_\_\_\_

Cardholder Name \_\_\_\_\_

Signature \_\_\_\_\_

Please make a copy for your files. Each advertiser will receive one (1) tearsheet with invoice.

## DIRECT ALL ADVERTISING MATERIAL OR INQUIRIES TO:

Marc A. Ingram, Advertising Manager  
Community Associations Institute  
225 Reinekers Lane, Suite 300  
Alexandria, VA 22314  
(703) 797-6254 or (888) 224-4321  
Fax (703) 836-6907  
Additional information may be obtained at [www.caionline.org](http://www.caionline.org)

