

Common Ground

ADVERTISING CONTRACT 2012-2013

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	2012	SIZE	SHAPE	SALES CLOSE*	ADS DUE*	ISSUE	2013	SIZE	SHAPE	SALES CLOSE*	ADS DUE*
Jan/Feb	<input type="checkbox"/>	_____	_____	Nov 5	Nov 25	Jan/Feb	<input type="checkbox"/>	_____	_____	Nov 5	Nov 25
Mar/Apr	<input type="checkbox"/>	_____	_____	Jan 5	Jan 25	Mar/Apr	<input type="checkbox"/>	_____	_____	Jan 5	Jan 25
May/Jun	<input type="checkbox"/>	_____	_____	Mar 5	Mar 25	May/Jun	<input type="checkbox"/>	_____	_____	Mar 5	Mar 25
Jul/Aug	<input type="checkbox"/>	_____	_____	May 5	May 25	Jul/Aug	<input type="checkbox"/>	_____	_____	May 5	May 25
Sep/Oct	<input type="checkbox"/>	_____	_____	July 5	July 25	Sep/Oct	<input type="checkbox"/>	_____	_____	July 5	July 25
Nov/Dec	<input type="checkbox"/>	_____	_____	Sep 5	Sept 25	Nov/Dec	<input type="checkbox"/>	_____	_____	Sep 5	Sept 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: Rates are based on the number of insertions during a 12-month period, from the date of the first insertion. Advertisers will be short-rated to adjust to the actual earned rate based on total space used in 12 months from the date of the first insertion. All advertising must be inserted within 12 months of the first insertion date to earn the 3x or 6x rate. 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 advertis-

ing 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. **All discounts will be forfeited on accounts overdue by 32 days or more.**

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 inser-

tion in *Common Ground*, 6x insertion in *Community Manager*, annual online banner ad on 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 (circle one) 1x 3x 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:

Advertising

Community Associations Institute

6402 Arlington Blvd., Suite 500, Falls Church, VA 22042

(703) 970-9253 or (888) 224-4321

Fax (703) 970-9558

Additional information may be obtained at www.caionline.org

