

e-Newsletters

SPONSORSHIP OPPORTUNITIES



INFORMATION

CAI publishes four electronic newsletters—providing diverse opportunities for you to feature and brand your advertisement with a direct hyperlink to your website, where community association professionals and homeowner volunteers (board members) can learn about the products and services you provide.

That's 34 opportunities annually for you to reach tens of thousands of community association decision-makers. As an added bonus, all of the newsletters are archived on CAI's website, extending the life of your sponsorship.

CAI will post your ad with a maximum size of 160 pixels wide and 360 pixels deep as a hyper-link back to your website or landing page inside the actual e-Newsletter. This means that when someone opens the newsletter, your ad is branded to that visitor.

SPECS

- Ad link is maximum 160 pixels wide by 360 pixels deep
- Must be a non-animated .gif, .png or .jpg file under 200 kb—**Flash is not acceptable** at this time
- \$500/issue for CAI members; \$750/issue for non-members
- Ad and link address must be received and all insertions must be pre-paid by 7th of month of distribution
- Numbers of recipients may be less than total membership due to opt-outs and members without e-mails

Fast Tracks

Published 10x per year—monthly with combined July/August and November/December issues

- Goes to more than 19,000 recipients
- Goes to all CAI members and other subscribers
- Issues usually arrive in inboxes on second Thursday of each month

CEO Insights

Published 6x per year—bi-monthly starting February

- Goes to more than 1,300 recipients
- Goes to community management company executives
- Issues usually arrive in inboxes on second Tuesday of every other month
- Each issue provides 2 months of exposure

Law Reporter

Published 12x per year—in the last week of each month

- Goes to more than 19,000 recipients
- Goes to all CAI members and other subscribers
- Issues usually arrive in inboxes on last Tuesday of each month

Minutes

Published 6x per year—bi-monthly starting February

- Goes to almost 6,000 recipients
- Goes to all community association volunteer leaders, board members and others who are actively involved in the governance and management of their communities
- Issues usually arrive in inboxes on second Tuesday of every other month
- Each issue provides 2 months of exposure

COMPANY NAME _____

CONTACT NAME _____

TITLE _____

MAILING ADDRESS _____

CITY/STATE/ZIP+4 _____

DAYTIME PHONE _____ FAX NUMBER _____

E-MAIL _____ WEBSITE ADDRESS _____

TYPE OF COMPANY _____

CAI BUSINESS PARTNER MEMBERSHIP NUMBER _____ NOT A CAI MEMBER

SPONSORSHIPS

My company agrees to sponsor the following:

Fast Tracks \$500 or \$750 x _____ issues = \$ _____

- | | |
|-----------------------------------|--|
| <input type="checkbox"/> January | <input type="checkbox"/> June |
| <input type="checkbox"/> February | <input type="checkbox"/> July/August |
| <input type="checkbox"/> March | <input type="checkbox"/> September |
| <input type="checkbox"/> April | <input type="checkbox"/> October |
| <input type="checkbox"/> May | <input type="checkbox"/> November/December |

CEO Insights \$500 or \$750 x _____ issues = \$ _____

- | | |
|---|--|
| <input type="checkbox"/> January/February | <input type="checkbox"/> July/August |
| <input type="checkbox"/> March/April | <input type="checkbox"/> September/October |
| <input type="checkbox"/> May/June | <input type="checkbox"/> November/December |

Law Reporter \$500 or \$750 x _____ issues = \$ _____

- | | |
|-----------------------------------|------------------------------------|
| <input type="checkbox"/> January | <input type="checkbox"/> July |
| <input type="checkbox"/> February | <input type="checkbox"/> August |
| <input type="checkbox"/> March | <input type="checkbox"/> September |
| <input type="checkbox"/> April | <input type="checkbox"/> October |
| <input type="checkbox"/> May | <input type="checkbox"/> November |
| <input type="checkbox"/> June | <input type="checkbox"/> December |

Minutes \$500 or \$750 x _____ issues = \$ _____

- | | |
|---|--|
| <input type="checkbox"/> January/February | <input type="checkbox"/> July/August |
| <input type="checkbox"/> March/April | <input type="checkbox"/> September/October |
| <input type="checkbox"/> May/June | <input type="checkbox"/> November/December |

PAYMENT INFORMATION

Total \$ _____

Check enclosed (payable to CAI) Visa MasterCard AMEX Discover

CARD NO. _____ EXP. DATE _____

BILLING ADDRESS, CITY/STATE/ZIP+4 _____

NAME ON CARD _____

SIGNATURE _____

TERMS: Full payment must accompany signed sponsorship application. CAI reserves the right to refuse any sponsorship application or to cancel any prepaid sponsorship it deems appropriate to avoid conflicts of interest. CAI will refund payments for canceled sponsorships if written requests are received within 15 days prior to sponsorship insertion.

I acknowledge and accept all terms and policies on this form.

SIGNATURE _____ DATE _____

PRINT NAME _____ TITLE _____