

Business Partner Spotlight

E-BLAST DETAILS

CAI will e-mail your company's information to more than 27,000 CAI members. You provide a graphic* and URL for us to link; we provide the CAI-branded masthead, introduction and footer. The good news is that it comes from CAI, so the open rate is higher than other avenues, and the e-mails are sent no more than once a month. This e-mail works perfectly with your:

- Newsletter
- New product announcement
- Branding programs
- Direct response programs
- Special offers and come-back offers
- Special events

***NOTE:** The graphic must be a GIF, PNG or JPG file, RGB color; 72 dpi or higher. Maximum width is 600 pixels. Please also include copy for plain text version.

SPONSORSHIP COST: \$4,500

Remit signed agreement with payment to:
 Marc Ingram, Director, Advertising & Exhibit Sales
 6402 Arlington Blvd., Ste. 500
 Falls Church, VA 22042
 Fax: (703) 970-9353
 mingram@caionline.org

SPONSORSHIP

My company agrees to sponsor the Business Partner Spotlight for **\$4,500**.

Month you would like the e-mail to be sent _____

COMPANY NAME

CONTACT NAME/TITLE

ADDRESS

CITY/STATE/ZIP+4

CONTACT E-MAIL

CONTACT PHONE/FAX

URL

PAYMENT

Full payment must accompany this form.

Check enclosed (Make payable to CAI)

Charge to: American Express MasterCard Visa Discover

CARD NUMBER

EXP. DATE

BILLING ADDRESS

CITY/STATE/ZIP+4

CARDHOLDER NAME

SIGNATURE

Submit your content in a graphic file 10 days prior to e-mail date to Marc Ingram at mingram@caionline.org.

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. Sponsorship refunds or cancellations cannot be made after any promotional materials have been created.

SIGNATURE

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

NAME (PRINT)

TITLE (AUTHORIZING OFFICER)

SIGNATURE (AUTHORIZING OFFICER)

DATE