

Common GroundTM magazine

CIRCULATION: 33,000
PUBLISHED SIX TIMES EACH YEAR

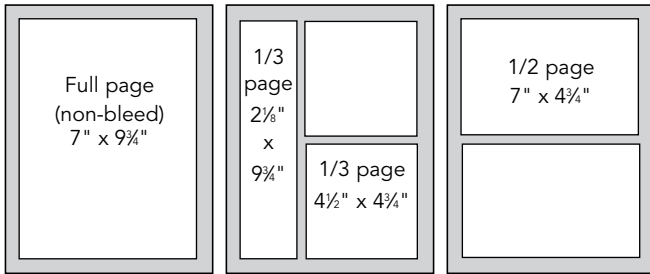
Color

Ad size	MEMBER RATES			NONMEMBER RATES		
	1x	3x	6x	1x	3x	6x
Full page	\$3,655	3,290	3,080	\$4,505	4,060	3,805
½ page	2,335	2,125	1,865	2,880	2,620	2,300
⅓ page	1,685	1,555	1,350	2,080	1,925	1,665

Black and white

Ad size	MEMBER RATES			NONMEMBER RATES		
	1x	3x	6x	1x	3x	6x
Full page	\$2,305	1,940	1,730	\$2,840	2,610	2,140
½ page	1,490	1,280	1,020	1,835	1,585	1,268
⅓ page	1,125	995	785	1,385	1,230	970

COMMON GROUND STANDARD SIZES



MECHANICAL REQUIREMENTS

Common Ground is produced using a digital workflow to ensure the highest-quality reproduction. We will only accept digital ad materials. Please call our Advertising Department at (888) 224-4321 for coordination of materials or questions.

PREMIUMS & DISCOUNTS

Covers 2, 3 and 4: 20% premium added to color rate

Special positions: 15% premium added

Two-page spread: Base rate doubled (+15% if center spread)

Pre-printed inserts: Advance notice required. Please call our Advertising Department at (888) 224-4321 for price quote and specifications.

Discounts: 15% commission to recognized advertising agencies. Must send insertion order from agency for proof of representation. Agency commission not valid on any bills past due 30 days or longer.

A 10% pre-payment discount is offered to 6x advertisers when all six issues are paid in advance at the beginning of the contract.

A 10% multi-publication discount is offered to advertisers appearing in both *Common Ground* and *Community Manager* publications.

DEADLINES

Ad sales close on the 1st of the month two months prior (e.g., Nov. 1 for Jan/Feb issue). Digital ad materials are due 21 days after space deadline (e.g., Nov. 22 for Jan/Feb issue).

PRINT SPECIFICATIONS

- Trim size: 8 1/4" x 10 1/8"
- Full page bleed size: 8 1/2" x 11 1/8" (keep live copy 1/4" from trim)
- Two-page spread, full bleed: 16 3/4" x 11 1/8" (keep live copy 1/4" from trim)
- Web offset
- Paper: 60# gloss
- Saddle stitch

DIGITAL FILES

- Color ads must be set up as CMYK. **Convert all spot colors (such as PMS) to CMYK prior to saving file.** RGB is not acceptable.
- Images must have a minimum of 300 dpi at 100% print size. Bitmap files should have a resolution no lower than 1200 dpi.
- Files using transparency should be flattened or saved at a high resolution.
- Do **not** use image compression formats (LZW, GIF, CCTI, JPEG, etc.).
- Do **not** use True Type fonts.
- Keep file names to a minimum.

ADOBE ACROBAT PDF FILES

PDF is the required format for ad files. PDF files can be generated via several software programs; however, we recommend using Adobe InDesign for ideal reproduction.

For step-by-step instructions on how to export PDF files from InDesign, go to http://www.rrdonnelley.com/prepress/MagazineDSC/Pontiac/howto/make_pdfs_from_indesign.asp.

Methods include printing postscript from InDesign and distilling a PDF using Acrobat Distiller or exporting a PDF directly from InDesign.

(Other formats not mentioned here may be accepted only with prior approval by Advertising Manager. Any additional work needed to process files will be billed to advertiser.)

Submission of physical materials

- Please label all materials with client name and phone. A full-size proof must accompany all ads submitted on CD. Reproduction is at advertiser's risk if SWOP-certified color proof is not supplied.
- Send all materials to CAI/Advertising, 6402 Arlington Blvd., Suite 500, Falls Church, VA 22042

Submission of electronic materials

- Please send electronic files along with any special instructions to Marc Ingram (mingram@caionline.org). We recommend sending any files larger than 4MB via FTP, such as www.hightail.com.

Note: Publisher reserves the right to reject improper or incorrectly prepared materials.

ADVERTISER

CONTACT

TITLE

MAILING ADDRESS

CITY STATE ZIP

DAYTIME PHONE

FAX NUMBER

E-MAIL ADDRESS

URL (FOR AD INDEX)

CAI MEMBERSHIP NUMBER

TYPE OF COMPANY

DATE

AGENCY NAME

CONTACT

TITLE

MAILING ADDRESS

CITY/STATE/ZIP+4

DAYTIME PHONE

FAX NUMBER

E-MAIL ADDRESS

URL

SEND BILLING TO: ADVERTISER AGENCY

We wish to advertise in the following issues [please indicate year(s) and ad size]:

ISSUE	YEAR(S)	SIZE	COLOR	SALES CLOSE*	ADS DUE*
Jan/Feb	_____ - _____	<input type="checkbox"/> full page <input type="checkbox"/> 1/2 page <input type="checkbox"/> 1/3 page vertical <input type="checkbox"/> 1/3 page square	<input type="checkbox"/> color <input type="checkbox"/> b/w	Nov 1	Nov 22
Mar/Apr	_____ - _____	<input type="checkbox"/> full page <input type="checkbox"/> 1/2 page <input type="checkbox"/> 1/3 page vertical <input type="checkbox"/> 1/3 page square	<input type="checkbox"/> color <input type="checkbox"/> b/w	Jan 1	Jan 22
May/Jun	_____ - _____	<input type="checkbox"/> full page <input type="checkbox"/> 1/2 page <input type="checkbox"/> 1/3 page vertical <input type="checkbox"/> 1/3 page square	<input type="checkbox"/> color <input type="checkbox"/> b/w	Mar 1	Mar 22
Jul/Aug	_____ - _____	<input type="checkbox"/> full page <input type="checkbox"/> 1/2 page <input type="checkbox"/> 1/3 page vertical <input type="checkbox"/> 1/3 page square	<input type="checkbox"/> color <input type="checkbox"/> b/w	May 1	May 22
Sep/Oct	_____ - _____	<input type="checkbox"/> full page <input type="checkbox"/> 1/2 page <input type="checkbox"/> 1/3 page vertical <input type="checkbox"/> 1/3 page square	<input type="checkbox"/> color <input type="checkbox"/> b/w	Jul 1	Jul 22
Nov/Dec	_____ - _____	<input type="checkbox"/> full page <input type="checkbox"/> 1/2 page <input type="checkbox"/> 1/3 page vertical <input type="checkbox"/> 1/3 page square	<input type="checkbox"/> color <input type="checkbox"/> b/w	Sep 1	Sep 22

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

Run my ad continuously until 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 or other discount. *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.

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

Payment Policies and Terms: *All new advertisers must pre-pay their first advertisement.* 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.*

Prepayment Discounts: A 10% discount is offered to 6x advertisers when all six consecutive issues are paid in full 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.

Agency Commission: A 15% commission is paid to recognized 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 becomes 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.



CONTRACT CALCULATION

Membership (check one) Member Nonmember

Color (check one) Color 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 prepayment discount
(6x only: 10%) \$ - _____

Grand Total \$ _____

PAYMENT

Annual prepayment 30 day net Bill my credit card for each insertion

Total \$ _____ for _____ Insertion(s)

Check enclosed (Make payable to CAI)

Charge: American Express MasterCard Visa Discover

CARD NUMBER

EXP. DATE

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.

INQUIRIES

Direct all advertising material or inquiries to:

Community Associations Institute

Marc Ingram, Director, Advertising & Exhibit Sales

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

Phone: (888) 224-4321 Direct: (703) 970-9253 Fax: (703) 970-9353

*Additional information may be obtained
at www.caionline.org/advertising.*

