



community  
ASSOCIATIONS INSTITUTE

# sponsorship & marketing prospectus



2026





# our mission

CAI believes condominium  
and homeowners associations  
should strive to exceed the  
expectations of their residents.

We work toward this goal by identifying and meeting the evolving needs of the professionals and volunteers who serve associations by being a trusted forum for the collaborative exchange of knowledge and information, and by helping our members learn, achieve and excel. Our mission is to inspire professionalism, effective leadership and responsible citizenship—ideals reflected in associations that are preferred places to call home.

CAI offers a wide range of marketing and sponsorship opportunities across a variety of platforms, programs and initiatives, providing the ability to align your brand visibility, in-person contact, marketing activities, and touch points with the community associations industry worldwide.

## membership

over  
**50,000**  
members

**64** chapters  
worldwide

**21,000++**  
homeowner  
leaders

**16,000++**  
community  
managers

**8,000+**  
business  
partners

**2,000**  
management  
companies

**14,500+**  
new members  
FOR FY25

## marketing

**5,022,000**  
CAIonline.org page views per year



**31%** average email  
open rate  
(WELL ABOVE THE NATIONAL AVERAGE)



facebook  
engagement

**791,000+**



linked in  
group members

**22,000+**

total social  
engagements

**120,000+**



Alliance Association Bank has benefitted greatly from our partnership with CAI. Over the past few years, **we've significantly raised our profile in the community associations industry** and had the opportunity to engage with CAI members at large national events, like the annual conference, and at smaller national meetings with community association influentials. **Our partnership with CAI has enabled us to more fully engage with community management professionals**, and I would wholeheartedly recommend partnership to my fellow industry partners.

**CRAIG HUNGTINGTON, PRESIDENT, ALLIANCE ASSOCIATION BANK,  
A DIVISION OF WESTERN ALLIANCE BANK**

# sponsor packages

## AT A GLANCE

### PUBLICATIONS

Full Page Color Ad in <i>Common Ground Magazine</i>	6	3	
Half Page Color Ad in <i>Common Ground Magazine</i>		3	3
Full Page Sponsored Content in <i>Common Ground Magazine</i>			
Digital Issue Email Sponsor for <i>Common Ground Magazine</i>	1		
Pop-up Digital Ad in <i>Common Ground Magazine</i>	1		
Pop-up Digital Ad in <i>Community Manager Newsletter</i>	1		

### DIRECT MARKETING

Sponsored All-member Eblast	3	2	1
Postal Mailing List Rental	2	1	1

### WEBINARS

HOALive	1	1	
Community Conversations Live	1	1	

### DIGITAL MARKETING

NEW! Login page banner ad	6 months	3 months	2 months
NEW! CAIOnline.org Homepage Banner Ad	6 months	3 months	1 month
New! Homepage Sponsored Content with lead gen, HOAresources.com	2 months	2 months	1 month
Lead Gen Promotion on HOAResources.com	2 months	2 months	1 month
Top & Bottom Banner Ad Display, HOAResources.com	6 months	4 months	3 months
Weekly Email Sponsor, HOAResources.com	4 months	2 months	1 month
CAI Run of Site Ad Display	12 months	3 months	1 month
CAI@Home Banner Ad Display	4 months	1 month	1 month
Law Reporter Ad Display	2 months	1 month	1 month
CAI Exchange Sponsorship	3 months	2 months	1 month
Sponsored Social Media Posts	6	4	3

### ANNUAL MEMBERSHIP DUES

National Corporate Membership	included		
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### EXCLUSIVE BENEFITS

<p>*Premier Partners have the ability to upgrade to Platinum Sponsor, limited availability.</p>	<ul style="list-style-type: none"> <li>• Product Sector Exclusivity</li> <li>• Includes Annual National Corporate Member Dues</li> <li>• Premier Partner Logo</li> <li>• Account Manager</li> <li>• Dedicated Landing Page on highlighting all National Corporate Members on CAIOnline.org</li> </ul>	<ul style="list-style-type: none"> <li>• Strategic Partner Logo</li> <li>• Account Manager</li> </ul>	<ul style="list-style-type: none"> <li>• Supporting Partner Logo</li> <li>• Account Manager</li> </ul>
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#### premier partner

\$100,000  
(\$150,000 VALUE)

#### strategic partner

\$60,000  
(\$85,000 VALUE)

#### supporting partner

\$30,000  
(\$40,000 VALUE)

# premier partner

\$100,000  
(\$150,000 VALUE)



With the benefit of product sector exclusivity, the Premier Partnership provides the **highest level of overall engagement and exposure** and includes opportunities, connect with thought leaders, participate in print and digital marketing opportunities, and be top of mind among all CAI members.

## Included in this package:

### PUBLICATIONS

- (3) Full Page Color Ads in *Common Ground Magazine*
- (1) Digital Issue Sponsorship for *Common Ground Magazine*
- (1) Pop-up Digital Ad in *Common Ground Magazine*
- (1) Pop-up Digital Ad in *Community Manager Newsletter*

### DIRECT MARKETING

- (3) Sponsored All-member Eblasts
- (2) Postal Mailing List Rentals

### WEBINARS

- (1) HOALive
- (1) Community Conversations Live

### DIGITAL MARKETING

- **NEW!** Login page banner ad (6 months)
- **NEW!** CAIonline.org homepage banner ad (6 months)
- **NEW!** Homepage sponsored content with lead gen, HOAresources (2 months)
- Lead gen promotion on HOAresources (2 months)
- Top & bottom banner ad, HOAresources (6 months)
- Weekly email sponsor, HOAresources (4 months)
- CAI run of site ad display (12 months)
- CAI@Home banner ad (4 months)
- Law Reporter ad (2 months)
- CAI Exchange sponsorships (3 months)
- (6) sponsored social media posts

### ANNUAL MEMBERSHIP DUES

- (1) National Corporate Membership

# strategic partner

\$60,000  
(\$85,000 VALUE)

This partnership delivers **visibility and brand awareness** by leveraging marketing and advertising to position your brand at the forefront with CAI members.

## Included in this package:

### PUBLICATIONS

- (3) Full Page Color Ads in *Common Ground Magazine*
- (3) Half Page Color Ads in *Common Ground Magazine*

### DIRECT MARKETING

- (2) Sponsored All-member Eblast
- (1) Postal Mailing List Rentals

### WEBINARS

- (1) HOALive
- (1) Community Conversations Live

### DIGITAL MARKETING

- **NEW!** Login page banner ad (3 months)
- **NEW!** CAIonline.org homepage banner ad (3 months)
- **NEW!** Homepage sponsored content with lead gen, HOAresources (2 months)
- Lead Gen Promotion on HOAResources.com (2 months)
- Top & Bottom Banner Ad Display, HOAResources.com (4 months)
- Weekly Email Sponsor, HOAResources.com (2 months)
- CAI Run of Site Ad Display (3 months)
- CAI@Home Banner Ad Display (1 month)
- Law Reporter Ad Display (1 month)
- CAI Exchange Sponsorship (2 months)
- (4) Sponsored Social Media Posts

### EXCLUSIVE BENEFITS

- Strategic Partner Logo
- Account Manager



# supporting partner

\$30,000  
(\$40,000 VALUE)

Get maximum exposure to all CAI members through this partnership, which focuses strongly on **marketing and brand awareness**.

## Included in this package:

### PUBLICATIONS

- (6) Half Page Color Ads in *Common Ground Magazine*

### DIRECT MARKETING

- (1) Sponsored All-member Eblast
- (1) Postal Mailing List Rental

### DIGITAL MARKETING

- **NEW!** Login page banner ad (2 months)
- **NEW!** CAIonline.org homepage banner ad (1 month)
- **NEW!** Homepage sponsored content with lead gen, HOAresources (1 month)
- Lead gen promotion on HOAresources (1 months)
- Top & bottom banner ad, HOAresources (3 months)
- Weekly email sponsor, HOAresources (1 months)
- CAI run of site ad display (1 months)
- CAI@Home banner ad (1 months)
- Law Reporter ad (1 months)
- CAI Exchange sponsorships (1 months)
- (3) sponsored social media posts



# PUBLICATIONS

## Common Ground Magazine

*Common Ground*, CAI's flagship publication, has the power and reach to get your marketing into the hands of thousands of community association decision-makers.

*Common Ground* offers the latest industry trends, management techniques, governance advice, and the operational guidance to community association decision-makers and influence leaders all around the world.

This award-winning, full color, bimonthly magazine is mailed to all 46,000+ CAI members.



AD SIZE	MEMBER RATES			NON-MEMBER RATE		
	1x	3x	6x	1x	3x	6x
Full Page Color	\$3,655	\$3,290	\$3,080	\$4,505	\$4,060	\$3,805
1/2 Page Color	\$2,335	\$2,125	\$1,865	\$2,880	\$2,620	\$2,300
1/3 Page Color	\$1,685	\$1,555	\$1,350	\$2,080	\$1,925	\$1,665
Full Page BW	\$2,305	\$1,940	\$1,730	\$2,840	\$2,610	\$2,140
1/2 Page BW	\$1,490	\$1,280	\$1,020	\$1,835	\$1,585	\$1,268
1/3 Page BW	\$1,125	\$995	\$785	\$1,385	\$1,230	\$970



### Digital Issue Sponsor \$4,000


- Digital Launch Page Ad with Embedded Video
- Banner Ad in Digital Issue Email
- Sponsor Logo and Recognition in Editorial Video

### Pop-up Digital Ad \$3,000

- Pop up ad in digital issue
- Opportunity to feature an embedded video

### Sponsored Content Full Page Article \$5,500

- Content Guidelines Provided by CAI

 97%

of members consider *Common Ground* an **easy, interesting, and enjoyable** read

 96%

of members say *Common Ground* gives them information and perspective that **helps them in their job** or volunteer role

 77%

of members consider *Common Ground* the **national publication of record** for the community association field

 73%

of members say they share *Common Ground* with others



Thank you for your hard work and dedication to making *Common Ground* a first-class publication. Don't give up or lose sight of your vision for things. I want to see our profession be more respected in the public arena, and you are helping to lead the effort.

**CAI MEMBER**



## Community Manager Newsletter

*Community Manager* is a bimonthly newsletter that details news, strategies, and trends specifically for community association managers and management company executives. More than 17,000 copies of the newsletter are mailed to community association managers and senior executives worldwide and 41,000+ CAI members receive the electronic edition.

### Exclusive Annual Sponsorship \$15,000 (6 available)

- (1) Full page color ad in all 6 issues
- (1) Sponsored content article in an issue of your choice (first come, first served). 375 words of content/narrative, 60-75 words of company bio.
- (1) Digital email sponsorship for issue of your choice (first come, first served)
- One-month Sponsored content with additional exposure on HOAResources.com
- Social Media posting to coincide with featured sponsored content issue
- Branding via marketing and promotion for each new issue launch

### Pop-up Digital Ad \$3,000

- Pop up ad in digital issue
- Opportunity to feature an embedded video



Our publications  
have won **over**  
**30 Association  
Media & Publishing  
EXCEL Awards**  
since 2010,  
including:



2010	<i>Community Manager</i> , General Excellence, Gold <i>Community Manager</i> , Newswriting, Silver	2019	<i>Common Ground</i> , General Excellence, July/Aug, Sept/Oct, Nov/Dec 2018 <i>Common Ground</i> , Cover Illustration, "Smoke Out," Nov/Dec 2018 <i>Common Ground</i> , Feature Article Design, "Free and Clear," Nov/Dec 2018
2011	<i>Community Manager</i> , General Excellence, Silver <i>Community Manager</i> , Newswriting, Bronze	2021	<i>Community Manager</i> , Redesign, Gold Ungated blog, General Excellence, Gold
2014	<i>Common Ground</i> , Single-Topic Issue, "The Money Issue," May/June 2013, Gold	2022	Ungated blog, Gold
2016	<i>Common Ground</i> , Feature Article Design, "What Goes Up, Must Break Down," March/April 2015, Gold <i>Community Manager</i> , Editorial Excellence (Print), Silver	2023	<i>Common Ground</i> , Feature Article Design, "Minding Mental Illness," Sept./Oct. 2022, Bronze <i>Common Ground</i> , Single Topic Issue, The Pets Issue, July/Aug. 2022, Bronze <i>Community Manager</i> , General Excellence, Gold Ungated, General Excellence, Bronze

# DIGITAL MARKETING

## HOAResources.com


CAI focuses on providing the best information and tools for condominium and homeowners association leaders. HOAResources.com is an extension of that promise, designed to facilitate information sharing across our online community.

Because of the site's free content, it's highly discoverable in search engines and social networks. This enables CAI and your business to reach a larger community of individuals, in particular those that may be new to homeowners associations.

EACH MONTH, CAI HAS SEEN:

246,000   
page views

48,000   
users (99% U.S.-based)

82%  of visits from desktop computers  
(this is an at-work focused audience)

### ADVERTISING OPPORTUNITIES

#### Top & Bottom Banner (1x rotation)

Own 25% SOV or 1 of 4 possible rotations on this dominant top-of-page ad. Site-wide on desktop.

PRICE  
(per month)

\$1,250

MEMBER PRICE  
(per month)

\$1000

#### Weekly Email Sponsor

Banner ad in weekly digest email sent to all members.

\$2,500

\$1,950

#### Homepage Sponsored Content with Lead Gen (2 max)

Distribute your company's free content through CAI's native advertising program. Your content is promoted across in-stream, editorial-aligned placements. Drive qualified leads to your company's most impressive reports and collect name, company/association, title, email address, and zip code for your pipeline. CAI promotes via 2 social posts.

\$2,250

\$1,850

#### Lead Gen Promotion

Drive qualified leads to your company's most impressive reports. Your content is promoted behind a registration wall that collects name, company/association, title, email address and zip code for your pipeline. CAI promotes via one email and 2 social posts.

\$3,000

\$2,750

#### HOA Live

Opportunity to take the spotlight as the featured presenter during a 30-minute forum. This non credentialed event provides the ability to engage virtually with members from association communities across all the U.S. Content is your choice – highlight new trends, announce product launches, introduce sales promotions, and more. CAI will set up, market, and promote the video as well as manage the logistics, registration, and facilitation of the session. The session will be recorded and provided to all registrants. Sponsors will be provided the registration list (opt in). All content subject to CAI approval.

\$4,500

Business Partner  
Member Only

## NEW on CAIOnline.org website!

### CAI Login Page Banner Ad \$3,000/month

CAI's most visited page on CAIOnline.org. Own 25% SOV or 1 of 4 possible rotations.



## CAI Exchange

Online exclusive member-only discussion forum with over 56,000 subscribers! With multiple posts per day, the Exchange is one of the most active features in the CAI community.

### **Exclusive Monthly Sponsorship** \$3,000/month

- **Open Forum:** Around 75,000 impressions/month  
CAI Exchange homepage top and bottom banner ads
- **Daily Digest Email:** Around 100,000 email opens  
top banner ad on Daily Digest emails

### **Business Partner Feature Spotlight** \$1,500/month

Opportunity to feature your company's content on the homepage of the Open Forum for one month. Content will be cross promoted in the CAI Exchange smart newsletter.

### **Bundle Opportunity for Monthly Sponsorship and Spotlight Blog** \$3,500

## CAIOnline.org website

This year, more than 920,000 visitors explored CAI's website to register for CAI educational programs and events, participate in open discussion forums, read our exclusive publications, and find the latest information and resources on legislative issues impacting community association living.

### **Homepage Banner Ad** \$1,750/month

Own 25% SOV or 1 of 4 possible rotations on this dominant top-of-page ad.

### **Footer "Run of site" Ad** 1,200/month

Get your brand repeat exposure with this run of site digital ad. Own 25% SOV or 1 of 4 possible rotations.

### **Manager Education Page Banner Ad** \$1,250/month

Own 25% or 1 of 4 possible rotation on this dominant top-of-page ad.

### **Events Page Banner Ad** \$1,100/month

Own 25% or 1 of 4 possible rotation on this dominant top-of-page ad.

## CAI Education Webinar Annual Sponsorship \$1,800 per webinar

Support CAI as a thought leader by sponsoring an educational and training webinar. Topics vary from conflict resolution, security solutions, disaster management, insurance & risk management, polices and rules, technology, and more! Align your company with the right topic.

- 30 second Company intro video played at the beginning of each webinar
- Company logo and website link on all webinar promotional emails (sent to all CAI members, ~46,000)
- One free registration to each webinar to use or distribute to a client as you see fit
- Opportunity to receive registration list of attendees who have opted into communications
- Opportunity to include custom URL on LMS registration site
- Sponsor recognition on the CAI website

## Community Conversations Live \$3,750 per webinar

These quarterly hot topic webinars bring together hundreds of CAI members.

- Sponsor's logo featured on the live, virtual event platform
- Opportunity to submit a 30 sec. welcome video aired at the start of the virtual event
- Sponsor's logo featured on all registration/marketing collateral
- Sponsor receives list of registrants

## Sponsored Social Media \$1,100

- Two (2) platforms of your choice on the date of your choice (subject to availability)
- Facebook, Twitter and LinkedIn

## E-Newsletters

### **CAI@Home** \$1,250

CAI's all-member, monthly e-newsletter providing the most up-to-date and trending news in community association living. Top, middle, and bottom banners available.

### **Law Reporter** \$1,450

A monthly digest of recent cases relevant to community association homeowners and managers sent out to all 46,000+ CAI members.



# DIGITAL MARKETING



Additional sponsored guides and publications available through out the year. Please inquire for more information.

## CAI Press Quarterly All-Member Eblast \$1,850

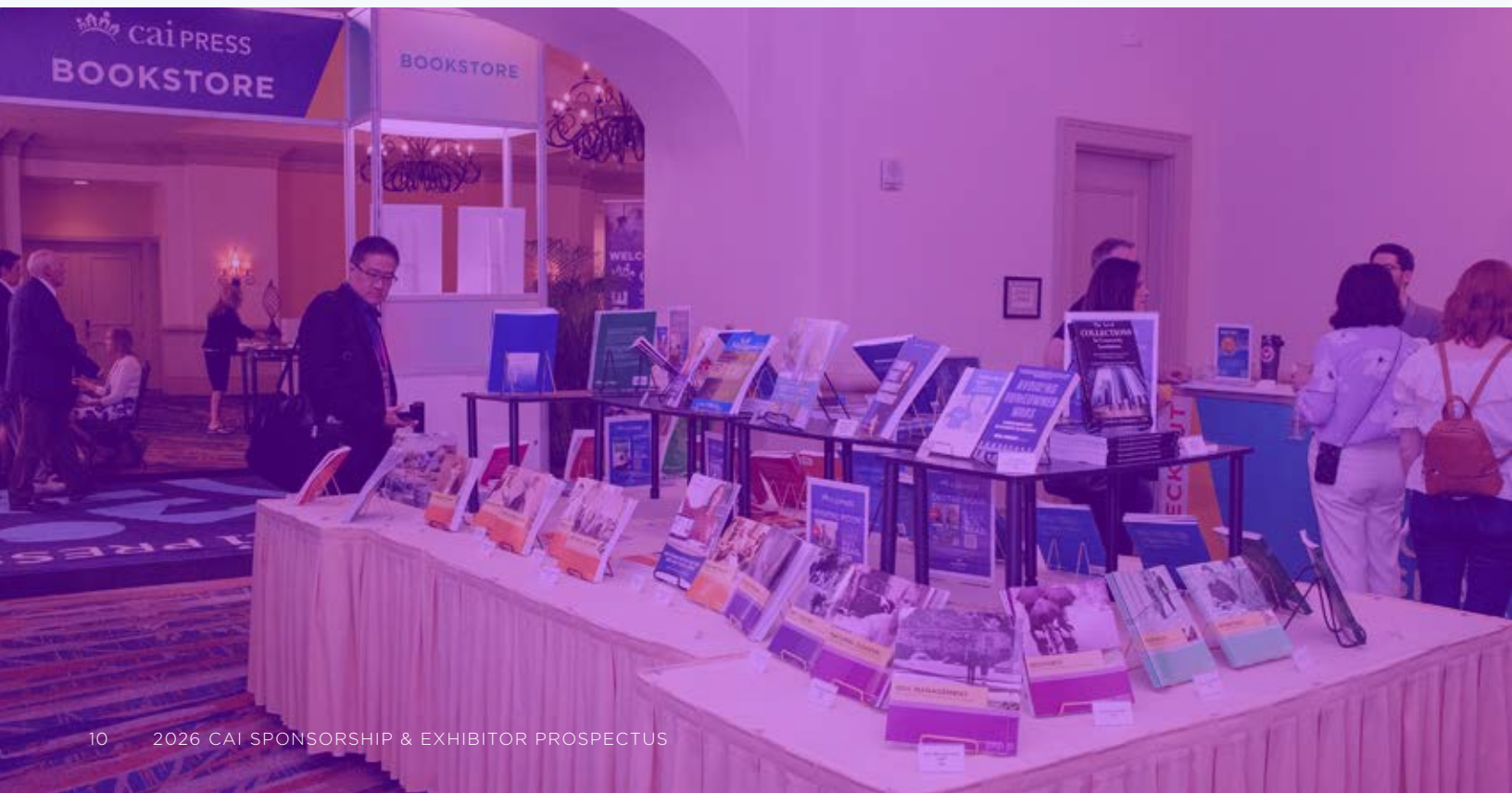
This quarterly sponsorship aligns your company with relevant CAI Press topics. Featured Banner ad and opportunity to provide opt-in link in quarterly CAI Press email to all members. *Quarterly topics include Rules, Meetings, Budget and Conflict*

## Top Banner ad on CAI Press Digital Bookstore \$900/month

Own 25% SOV or 1 of 4 possible rotations on this dominant top-of-page ad.

## CAI Press Promotional Insert \$600

Opportunity to provide business flyer in all CAI Press order shipments.



# MULTI-CHANNEL MARKETING

PROVIDES  
EXCLUSIVITY

MEMBER ONLY  
OPPORTUNITIES

## CAI Education Sponsorship

**\$10,000/year (Limited to 4)**

CAI is the industry leader in education in virtual and on-demand learning opportunities for community managers. As CAI's Education sponsor, your company will gain direct access to showcase your products, services, and solutions to community association professionals across multiple marketing platforms.

- Company video aired multiple times during 2026 virtual education courses
- Company logo and/or brand recognition on CAI Education marketing materials
- Company recognition during intro and closing of virtual courses
- Company logo and/or brand recognition in virtual zoom waiting room
- Company logo and/or brand recognition included on course confirmation emails



# DIRECT MARKETING

MEMBER ONLY

## Sponsored Eblast \$5,250 (flat-rate)

Connect to CAI's 46,000+ members through a sponsored eblast campaign. Showcase your company's products, services, or solutions for community association professionals. You create the content and CAI distributes your email campaign. Available to CAI members only. Limit two (2) eblasts per company within one calendar year. Educational webinars and other materials not permitted. Email performance metrics provided.

## Postal Mailing List Rental \$2,500

Send your collateral and marketing materials to the all member CAI mailing list. Member type and geographic segmentation available on a case by case basis.

## Sponsored Eblast (Survey | Research) \$6,500 (flat-rate)

Partner with CAI to build a stronger brand and gain real-time insights by surveying CAI members with your company's exclusive survey. Gain a better understanding of the community association housing model and navigate changes ahead by sending a survey to CAI members. Each survey includes one sponsored eblast, Limit one (1) eblast per company within one calendar year. All emails and surveys are subject to CAI approval and reservation schedule. Email performance metrics provided. \*All participants and CAI to receive survey findings.

**\*\*Opportunity to bundle with HOALive to share your findings (\$9,500 TTL)**

For more information,  
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