

CAI Marketing Opportunities



Value

Readership

BEST PRACTICES AND CAREER STRATEGIES FOR COMMUNITY ASSOCIATION MANAGERS

COMMUNITYMANAGER

SEPTEMBER | OCTOBER 2017



Back-to-Back Storms

Hurricanes devastate the Houston area and threaten Florida; 2017 Large-Scale Managers Workshop canceled due to storm damage, flooding.

BY JULIE WARREN

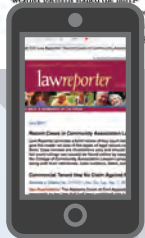
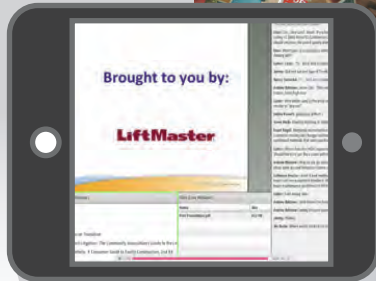
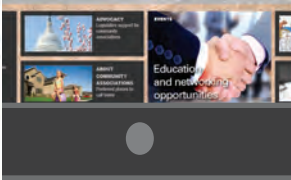
Sienna Plantation and First Colony Community Association—both in the southwestern Houston suburbs and the planned site of this year's Large-Scale Managers Workshop—were among numerous communities in coastal Texas that suffered record-breaking rainfall, devastating floods, mandatory evacuations, and damaging high winds from Hurricane Harvey in late August.

Although Harvey was quickly downgraded to a tropical storm, weather systems stalled the hurricane's path.

to several neighborhoods, including Sienna Plantation in Missouri City and First Colony in nearby Sugar Land. Dozens of Sienna Plantation homes suffered wind damage from a tornado spawned by the hurricane. And like others in the greater Houston area, Sienna Plantation residents, along with many in First Colony, were required to evacuate their homes because of high winds.

ASSOCIATIONS KICK INTO GEAR
Leaves that protect First Colony and Sienna Plantation communities "wreaked as they should have," according to Sandra K. Drexler, CMCA, LHM, PCMA.

- 4 **Take Note**
CAI news and upcoming events.
- 6 **AIH Heads On Deck**
A complicated restoration.
- 11 **EXECUTIVE PRIORITIES**
News and information for senior management.
- 20 **Commie Area**
Entrepreneurship the focus.
- 22 **Global Prep**
CAI partners with Saudi organization.



Gain access to a \$40 billion-per-year industry today.

Who We Are

Since 1973, Community Associations Institute (CAI) has been the leading provider of resources and information for homeowners, volunteer board leaders, professional managers, and business partners in nearly 350,000 community associations, condominiums, and co-ops in the United States and millions of communities worldwide. With more than 34,000 members, CAI works in partnership with 63 affiliated chapters within the U.S., Canada, United Arab Emirates, and South Africa, as well as with housing leaders in several other countries including Australia, Spain, Saudi Arabia, and the United Kingdom.

Table of Contents

Member Profile.....	3
Advertising Opportunities.....	4
<i>Common Ground™</i>	4
<i>Community Manager</i>	5
Direct Marketing Opportunities.....	6
<i>Exhibit at CAI’s Annual Conference and Exposition</i>	6
Digital Marketing.....	7
<i>CAonline.org</i>	7
CAI Job Market.....	7
CAI Social Media.....	8
CAI Exchange.....	8
E-Newsletter.....	8
Sponsorship Opportunities.....	9
CAI Education.....	9
CAI Webinars.....	9
CAI Community Engagement.....	9
CAI Press Bookstore & Catalog.....	10
CAI Events.....	10
Rates and Specs.....	5,7,13-17
<i>Common Ground™</i>	5
<i>Community Manager</i>	7

Dear Marketer:

Community Associations Institute (CAI) provides targeted opportunities with the ability to reach thousands of decision-makers in the community association market—an expanding marketplace that spends close to \$40 billion a year on products and services.

Whether community associations are your only market or a niche market, CAI helps you expand your business. Contact me to discuss how we can customize a program that meets your marketing objectives.

Best regards,

Lauren Piontek

Lauren Piontek
Director, Sales and Strategic Sponsorships
Phone: (703) 970-9253
E-mail: lpiontek@caionline.org

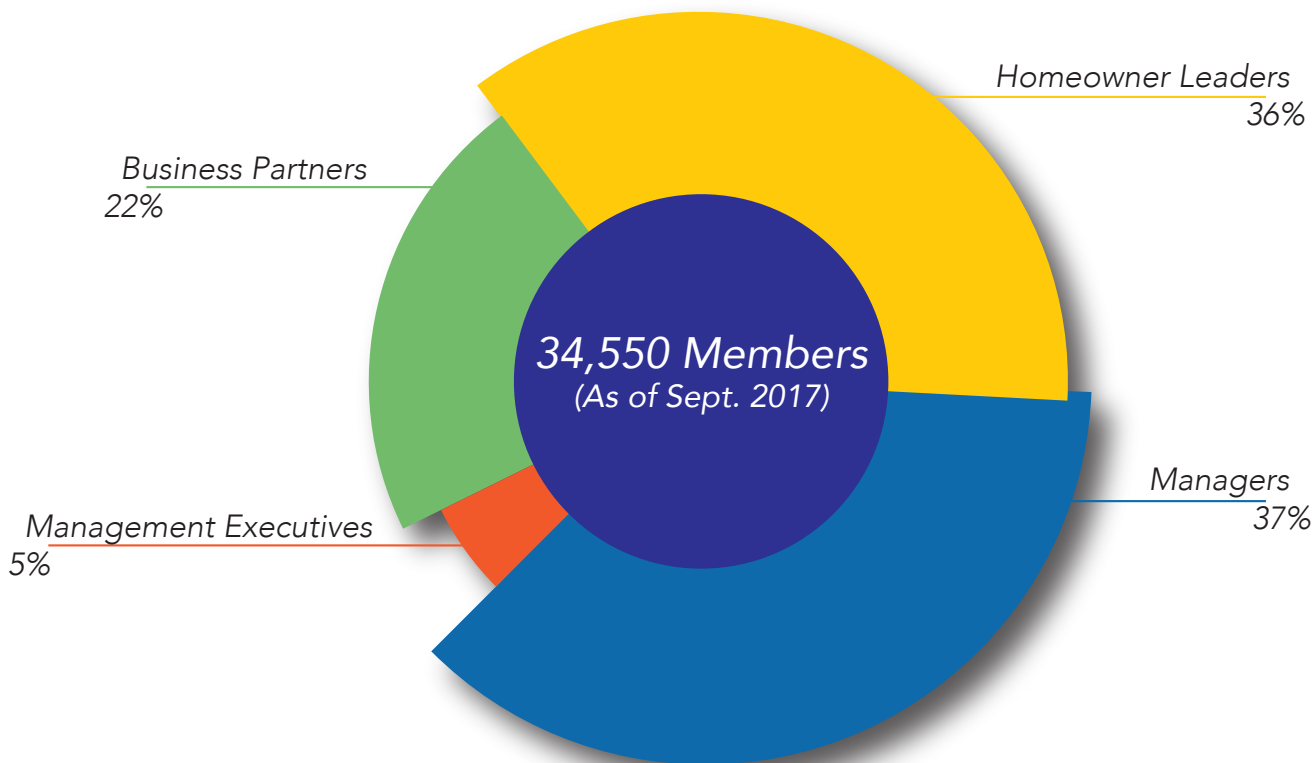
CAI Member Profile

As the first and only international organization created specifically to meet the needs of all community association stakeholders, CAI's membership includes more than 34,000, homeowner leaders, community managers, management company executives, community association attorneys, business partners, and other product and service providers. And our membership is growing.

The CAI community is comprised of:

- Homeowner Leaders—presidents, treasurers, board and committee members, and other involved homeowners.
- Community Association Managers—many of whom manage multiple associations, including mixed-use and large-scale communities.
- Business Partners—reserve specialists, accountants, attorneys, bankers, and insurance professionals who influence purchases.
- Management Company Executives—whose firms manage tens of thousands of community associations.

CAI Member Breakdown




VISIT WWW.CAIONLINE.ORG/ADVERTISING

Advertising in Common Ground

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

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

The award winning, full color, bimonthly magazine is mailed to all 34,000+ CAI members.

 In addition to the printed publication, *Common Ground's* digital edition—which includes hyperlinks to advertisers' websites within purchased ad space—is available to readers.



- 98% of readers find the information in *Common Ground* useful.
- 96% reported interest in articles on contracting/working with business partners.
- 77% consider *Common Ground* as the national publication of record for the common-interest community industry.
- 69% say *Common Ground* has unique and exclusive information.
- 73% of readers read all or most of every issue.



Gold EXCEL Award Winning



Advertising

Direct Marketing

Digital Marketing

Sponsorship Opportunities

Rates and Specs

VISIT WWW.CAIONLINE.ORG/ADVERTISING

Rate Card and Specs *Common Ground*

CIRCULATION: 34,000
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

Deadlines

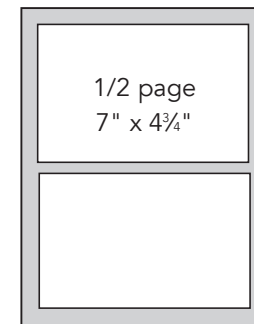
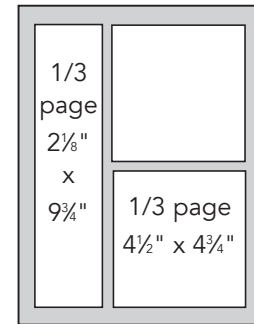
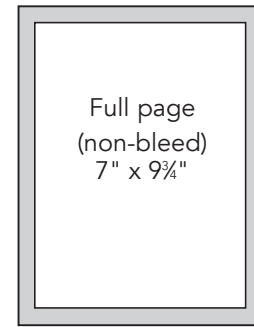
	Space Res Close	Copy Due	Issue Drops
Jan/Feb	Oct. 20	Nov. 18	Jan. 2
Mar/Apr	Dec. 20	Jan. 18	Feb. 26
May/June	Feb. 20	Mar. 18	Apr. 30
Jul/Aug	Apr. 20	May 18	Jun. 25
Sep/Oct	Jun. 20	Jul. 18	Aug. 27
Nov/Dec	Aug. 20	Sep. 18	Oct. 22

PRINT SPECIFICATIONS

- Trim size: 8¼" x 10⅞"
- Full page bleed size: 8½" x 11⅞" (keep live copy ¼" from trim)
- Two-page spread, full bleed: 16¾" x 11 ⅛" (keep live copy ¼" from trim)
- Web offset
- Paper: 60# gloss
- Saddle stitch

MECHANICAL REQUIREMENTS

Common Ground is produced using a digital workflow to ensure the high est-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.

- 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.

Advertising in Community Manager

CAI's award-winning *Community Manager* is a 24-page, full-color, bimonthly, newsletter distributed in print and digital formats to nearly 14,500 professional manager members worldwide.

This essential periodical delivers practical information to help managers, who are responsible for one or many communities, with practical information and industry best practices to improve their skills and grow their careers and businesses. *Community Manager* is a trusted and valuable resource for community decision-makers worldwide.



Gold EXCEL Award Winning

77% of readers have earned at least one professional credential from CAI or the Community Association Managers International Certification Board.

CAI advertisers can purchase space within this highly anticipated newsletter as well as sponsor the e-blast announcing its distribution.



- 96% say *Community Manager* is a useful resource.
- 92% rate its usefulness as "excellent" or "good".
- 70% say the info in *Community Manager* can't be found elsewhere.

VISIT WWW.CAIONLINE.ORG/ADVERTISING

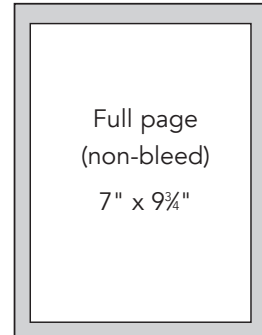
Rate Card and Specs *Community Manager*

CIRCULATION: 14,750
 PUBLISHED SIX TIMES EACH YEAR

COMMUNITY MANAGER STANDARD SIZES

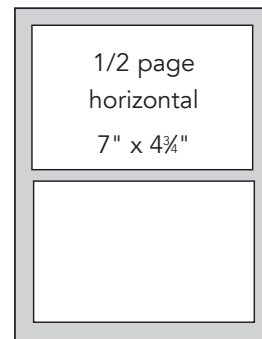
Color

	MEMBER RATES	NONMEMBER RATES
Ad size	6x	6x
Full page	\$1,315	\$1,620
½ page	850	1,080



Deadlines

	Space Res Close	Copy Due	Issue Drops
Jan/Feb	Nov. 25	Dec. 15	Feb. 1
Mar/Apr	Jan. 25	Feb. 15	Mar. 20
May/June	Mar. 25	Apr. 15	May 20
Jul/Aug	May 25	Jun. 15	Jul. 20
Sep/Oct	Jul. 25	Aug. 15	Sept. 20
Nov/Dec	Sep. 25	Oct. 15	Nov. 20



PREMIUMS & DISCOUNTS

- **Prepayment:** A 10% discount is offered to 6x advertisers when all six consecutive issues are paid in full with order.
- **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.
- **Only 6x advertisers are accepted in *Community Manager*.**
- Only two sizes are available. All advertising is in color.
- **Full-bleed pages:** 15% premium added.

PRINT SPECIFICATIONS

- Trim size: 8¼" x 10⅞"
- Full page bleed size: 8½" x 11⅞" (keep live copy ¼" from trim)
- Web offset
- Paper: 70# web matte
- Saddle stitch

MECHANICAL REQUIREMENTS

Community Manager 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.

VISIT WWW.CAIONLINE.ORG/ADVERTISING

Direct Marketing Opportunities

Exhibit at the CAI Annual Conference and Exposition

Nearly 2,000 community association leaders and industry professionals from around the world gather to attend the CAI Annual Conference and Exposition. As the premier organization for community association living, the Annual Conference and Exposition is the best education and networking event available for today's community association homeowners, community managers, and the professional businesses that serve their communities.

As an exhibitor, your company will have direct access to individuals and organizations responsible for the development, maintenance, and governance of communities around the globe.



*Direct Access to
1,300+ Community
Decision-Makers*

Advertising

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Digital Marketing

Sponsorship
Opportunities

Rates and Specs

Digital Marketing Opportunities

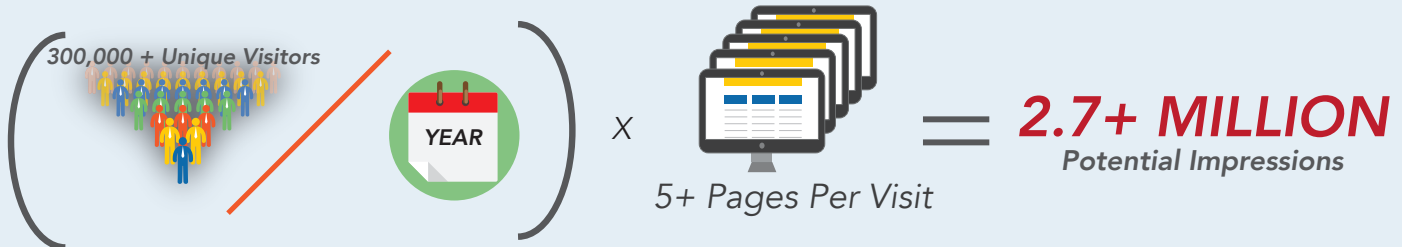
Drive results and engage your audience on CAI's collection of digital platforms.



CAIonline.org

Banner Ads

Each year, more than 300,000 unique visitors explore CAI's website to use our searchable directories of product and service providers and credentialed professionals, register for CAI education programs, shop our exclusive publications, and find the latest information and resources on legislative issues impacting community association living.



With a global reach, CAIonline.org features a robust members-only content area, including a research library, legislative updates, message board, and advocacy center.

CAI Job Market

Banner Ads

One of the most visited sites for community association professionals and leaders, CAI Job Market is the destination for leaders looking to hire great talent and professionals seeking new career opportunities. Generate high-quality traffic by advertising on this unique platform that puts your company front and center with community association decision-makers.



VISIT WWW.CAIONLINE.ORG/ADVERTISING

Digital Marketing Opportunities



CAI Social Media Sponsored Posts

Social media advertising is the most cost-effective form of advertising available today. CAI boasts more than 22,000 followers across Facebook, Twitter, LinkedIn, and Instagram. With our sponsored posts, your company's advertisement will be viewed in the newsfeeds of community volunteer leaders and management company executives alike.

CAI Exchange Banner Ads

CAI's Exchange is a new members-only online forum designed to connect our members so they can share best practices and ideas, ask questions, search resources, and strengthen professional networks. Launched in April 2016, this highly popular platform has more than 10,000 active members and more than 100,000 discussions.



10,000+ Exchange Members

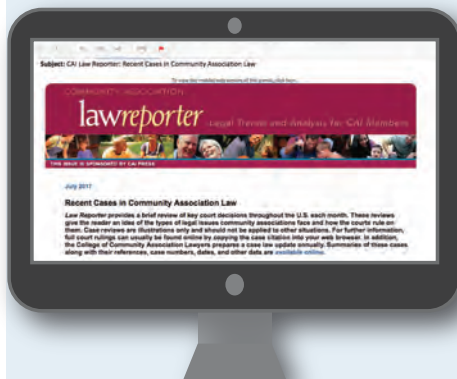


11,800 Threads Posted



105,000 Discussions

(Exchange Data as of Sept. 2017)



E-Newsletters Banner Ads

CAI publishes two exclusive e-newsletters that deliver unique information our members value. Both e-newsletters are published monthly and sent to 34,000+ CAI members. The Community Association Law Reporter is a digest of recent cases relevant to community association homeowners and managers. CAI@Home is a brand-new publication showcasing the latest news, resources, education, and CAI sponsored events. Each issue is an opportunity to reach your targeted audience interested in your product or service.

VISIT WWW.CAIONLINE.ORG/ADVERTISING

Sponsorship Opportunities

Advertising



Sponsor CAI Education

CAI Education includes more than two-dozen courses covering a wide range of topics relevant for managers and homeowner leaders. Our courses are taught more than 200 times a year in locations throughout the U.S. As part of the sponsorship package, your company logo will be featured on all CAI Education marketing, which includes advertising in our catalog, email promotions, and sponsor fliers in every student binder.

Direct Marketing

Sponsor CAI Webinars

Only 1 Webinar Sponsorship per Year

CAI produces 12 webinars every year. Each webinar is offered live and subsequently is available on-demand to community decision-makers looking for information and guidance on the latest legislative activity, management trends, industry best practices, and breaking issues. The exclusive sponsor receives repeated, membership-wide recognition—including a logo and link in each webinar email promotion—and recognition on both live and on-demand sessions.



Digital Marketing



Sponsor CAI Community Engagement

CAI is proud to reach out regularly to communities around the world through our Community Engagement Programs. These programs, which range from ice cream socials and pet photo contests to green initiatives, drive membership and continue CAI participation locally. Sponsors of these programs will gain exposure through all program-related social media posts, website banner ads, and ad space in *Common Ground* and *Community Manager*.

Sponsorship Opportunities

Rates and Specs

Sponsorship Opportunities

Advertising

Direct Marketing

Digital Marketing

Sponsorship Opportunities

Rates and Specs

Sponsor CAI Press

CAI's publishing division, CAI Press, distributes more than 70,000 printed bookstore catalogs each year to industry decision-makers around the world. The catalog's online version is viewed by thousands more, and email promotions are sent to all CAI members throughout the year to keep CAI Press and its sponsors top of mind. This sponsorship is offered to four Business Partners only each year and includes:

A full-page, four color ad in the CAI Press Catalog,
Your logo in membership-wide email promotions,
Recognition in the CAI bookstore and at all major CAI Events.



Sponsor CAI Events

Showcase your visibility, CAI offers numerous event sponsorships. And knowing that access is so valuable, CAI has created opportunities to fit every budget. For most of these sponsorships, your corporate name or logo is highlighted before and during the event. These events include:

CAI Annual Conference and Exposition: 2,000+ Participants
CEO-MC Retreat: 250+ Participants
Community Association Law Seminar: 600+ Participants



VISIT WWW.CAIONLINE.ORG/ADVERTISING

Rate Card and Specs *Direct Marketing*

Exhibiting at the CAI Annual Conference

<u>Booth</u>	MEMBER RATES	NONMEMBER RATES
Single	\$1,950	\$2,300
Double	\$3,250	\$4,300
Triple	\$4,500	\$5,900
Quad	\$5,500	\$7,000

Advertising

Direct Marketing

Digital Marketing

Sponsorship
Opportunities

Rates and Specs

Rate Card and Specs *Digital Marketing*

Banner Ads

FREQUENCY RATES				
	3 Mos	6 Mos	9 Mos	12 Mos
Member	\$625	\$1,145	1,770	2,290
Nonmember	\$750	\$1,350	2,000	2,595

Ad Size is 180 pixels wide x 150 high (40KB max.)

The advertiser is responsible for providing all information and digital artwork to meet specifications before the start of the contract. CAI reserves the right to determine the suitability of all ads submitted for distribution and to reject advertising that does not meet its editorial or digital criteria. Ads must be GIF, PNG or JPEG graphic files. Maximum of 8-second animation and 3 loops. Please include a stop action at the end of file for a clean transition.

E-Newsletters

SPECIFICATIONS	
■ Ad is maximum 160 pixels wide by 360 pixels deep	
■ Must be a nonanimated .gif, .png or .jpg file under 200KB <i>Flash is not acceptable.</i>	
■ \$500/issue for CAI members; \$750/issue for nonmembers	
■ Ad and link address must be received and all insertions must be prepaid by 7th of the month of distribution	
Community Association Law Reporter Published 12x per year	
■ Sent to more than 34,000 recipients.	
■ Sent to all CAI members and other subscribers	
■ Issues usually sent on last Tuesday of each month	
CAI At Home Published 12x per year	
■ Sent to more than 34,000 recipients.	
■ Sent to all CAI members and other subscribers	

Social Media Posts (\$1,000 Per Post)

- Image of company logo must comply with the specs of the relevant social media (Facebook, Twitter, etc.)
- Copy for post must be provided by advertiser.

ADVERTISING POLICIES

Duration of Agreement: Advertisement will commence on a start date to be mutually agreed upon by the advertiser and CAI's advertising department. Advertising commitments are valid in designated increments from the date of initial posting.

Payment Terms: The advertiser agrees to pay the contract amount in full prior to the start date. This fee is nonrefundable and will not be prorated should the advertiser decide to discontinue the display of the advertisement at any time prior to the end of the contract period.

Service Interruptions/Limits of Liability: Advertiser agrees to not hold CAI responsible for any liability, loss, cost, claim, damage or causes of action of any kind that it may suffer as a result of the transactions contracted herein, including but not limited to loss resulting from service delays and incomplete or interrupted service, regardless of cause or fault. CAI's liability is limited to extension of contract by period of time ad failed to display.

Rates: Member rates apply only if membership is maintained throughout the duration of the contract.

Rate Card and Specs Sponsorships

CAI Education (Cost: \$10,000)

SPONSORSHIP BENEFITS

- A full-page, four-color advertisement in the CAI Education catalog (45,000 catalogs distributed). *Only 3 covers available, so act fast!*
- Company logo included on the Education page of the CAI website
- Company logo featured in all electronic marketing materials
- Company flyers displayed at all CAI Education programs
- Company logo displayed at all CAI Education programs
- Company logo displayed in all printed CAI Education marketing flyers

SPONSOR MATERIALS

Submit your company logo in color and black and white. Logos should be at least 300 dpi and sent as .eps, .tif or .jpg files.

Catalog trim size: 8 $\frac{1}{4}$ " wide x 10 $\frac{7}{8}$ " deep / full page bleed ad 8 $\frac{1}{2}$ " x 11 $\frac{1}{8}$ " no bleed 7" x 9 $\frac{3}{4}$ "

Ad copy is due no later than September 1.

CAI Press Bookstore (Cost: \$10,000)

SPONSORSHIP BENEFITS

- A full-page, four-color advertisement on the inside front, inside back, or outside back cover of the bookstore catalog (more than 70,000 distributed).
- Your logo included in membership-wide e-mails promoting CAI Press.
- Corporate recognition in the CAI book store at the Annual Conference and other national events

SPONSOR MATERIALS

Submit your company logo in color and black and white. Logos should be at least 300 dpi and sent as .eps, .tif or .jpg files.

Catalog trim size: 8 $\frac{1}{4}$ " wide x 10 $\frac{7}{8}$ " deep / full page bleed ad 8 $\frac{1}{2}$ " x 11 $\frac{1}{8}$ " no bleed 7" x 9 $\frac{3}{4}$ "

Ad copy is due no later than November 15.

CAI Community Engagement (Cost: \$2,500 member \$3,500 non)

SPONSORSHIP BENEFITS

- Company logo featured on campaign/event web slider.
- Recognition on all campaign e-blasts.
- Recognition on all campaign/event social media.
- Company logo on campaign/event website.
- Recognition at all events of the campaign.

SPONSOR MATERIALS

Submit your company logo in color and black and white. Logos should be at least 150 dpi and sent as .eps, .tif or .jpg files.

CAI Webinars

(Exclusive Sponsorship Cost: \$5,000)

SPONSORSHIP BENEFITS

- Your logo included in membership-wide e-mails promoting CAI Webinars.
- Your logo in each archived webinar
- Your own sponsor "popcorn" slide

SPONSOR MATERIALS

Submit your company logo in color and black and white. Logos should be at least 150 dpi and sent as .eps, .tif or .jpg files.

Rate Card and Specs Sponsorships

CAI Annual Conference and Exposition

	Platinum \$17,000	Gold \$7,500	Keynote \$7,500	Entertainment \$7,500
Booth	Double	Single	Single	Single
Ad in <i>Common Ground</i>	Full Pg	Half Pg	✗	✗
Ad in onsite brochure	✓	✓	✗	✗
Ad in online documents library	✓	✗	✗	✗
Company insert in registration bag (1500)	✓	✓	✓	✓
# of full conference registrations	4	1	1	1
Pre and post conference mailing list	✓	✓	✗	✗
Recognition by CAI President	✓	✓	✓	✓
Company logo displayed	✓	✓	✓	✓
Mention in marketing pieces	✓	✓	✓	✓
Logo in all promo e-mails	✓	✓	✓	✓

CAI's CEO-MC Retreat

	Platinum \$8,500	Tabletop \$5,500
Table in registration area	✓	✓
Max number to attend social events	3	2
Max number to attend general session	1	1
Opportunity to introduce company at general event	✓	✗
Company logo in loop on screens	✓	✗
Company's inclusion in retreat mobile app	✓	✓
Company logo in retreat brochure	✓	✓
Hyperlink on marketing emails	✓	✓
List of attendees	✓	✓

Advertising

Direct Marketing

Digital Marketing

Sponsorship Opportunities

Rates and Specs

Advertising in Common Ground

Community Association Law Seminar

	Keynote \$3,500	Reception \$3,500	Tabletop \$2,100	Informational \$500
Table in registration/general area	✓	✓	✓	✗
One complimentary Law Seminar registration	✓	✓	✓	✗
Company logo on event app	✓	✓	✓	✗
Logo & Link on seminar web-page	✓	✓	✓	✗
Promo piece given to all attendees	✓	✓	✗	✓
Signage at entrance to:				
	Luncheon	Reception	✗	✗
Table tent at:	✓	✓	✗	✗
List of attendees	✓	✓	✓	✓

Advocacy Summit

	Platinum \$5,000	Event \$1,000	Breakfast \$500
Company logo on Advocacy Summit web banner	✓	✗	✗
Recognition on Advocacy Summit webinar	✓	✗	✗
2 tickets to summit breakfast	✓	✓	✗
Marketing insert in Legislative Day event folder	✓	✓	✗
Opportunity to introduce speaker	✓	✗	✗
Recognition on event e-blasts	✓	✗	✓
Recognition on event signage	✓	✓	✓
Recognition on event social media posts	✓	✗	✗
Company logo on event website with hyperlink	✓	✓	✓

Other events available for sponsorship include:

California Legal Summit
Florida Leadership Summit
Large-Scale Managers Workshop

VISIT WWW.CAIONLINE.ORG/ADVERTISING

For any inquiries into CAI Marketing Opportunities
please contact:
Lauren Piontek
Director, Sales and Strategic Sponsorships
Tel: (703) 970-9253
lpiontek@caionline.org