

Reach Homeowners & Managers!



# 2012 Advertising Opportunities



*Include CAI in your Marketing Plan for 2012*

DIRECTORY

## 2012 Chesapeake Chapter Membership Directory

This directory is comprised of association leaders and volunteers as well as companies and professionals dedicated to the betterment of community associations and neighborhoods

BEACON

## Quarterly Newsletter *The Beacon*

This news publication offers articles on timely issues as well as seminar announcements, event promotion, and much more

**These publications are an excellent source for**

- Gaining greater visibility
- Generating sales leads
- Entering new markets
- Building company awareness
- Locating new customers

Chesapeake Region Chapter, CAI • 5836 Rockburn Woods Way • Elkridge, MD 21075  
Phone: 410-540-9831 • Fax: 410-540-9827 • Email: [contact@caimdches.org](mailto:contact@caimdches.org) • [www.caimdches.org](http://www.caimdches.org)

# Membership *2012 Directory*

The Chesapeake Chapter is now accepting **ADVERTISEMENTS** for the Chapter's 2012 Membership Directory, scheduled for publication in March 2012. Complete this form and send with artwork and payment no later than January 20, 2012.

**BOOK BY  
JANUARY 20<sup>th</sup>  
AND SAVE!**

Signed contracts must accompany payment.

## DIRECTORY AD RATES—CAI MEMBERS ONLY

Ad Size	By Jan 20 <sup>th</sup>	After Jan 20 <sup>th</sup>
Outside Back Cover (5.5" x 8.5;" allow .125" for bleed) . . . . .	\$550 . . . . .	\$650
Front Inside Cover (5.5" x 8.5;" allow .125" for bleed) . . . . .	\$525 . . . . .	\$625
Back Inside Cover (5.5" x 8.5;" allow .125" for bleed) . . . . .	\$525 . . . . .	\$625
Opposite Inside Front Cover . . . . .	\$525 . . . . .	\$625
Opposite Inside Back Cover . . . . .	\$525 . . . . .	\$625
Opposite Table of Contents page . . . . .	\$450 . . . . .	\$550
Ad on Section Divider Page* . . . . .	\$400 . . . . .	\$500
Full page (4.5" x 8.0") . . . . .	\$300 . . . . .	\$400
Add colors (per ad) . . . . .	\$250 . . . . .	\$250
Half Page (4.5" x 3.75") . . . . .	\$225 . . . . .	\$325
Business Card (3.5" x 2") . . . . .	\$200 . . . . .	\$300
Corporate Profile (Company Description) . . . . .	\$275 . . . . .	\$375
To have your ad placed opposite your listing . . . . .	\$100 . . . . .	\$100
Additional Product Listing . . . . .	\$50 each . . . . .	\$50 each

The size and rate information applies to Electronic ads. These charges do not include artwork preparation that may be necessary to place ads. Ad reservations are taken on a first-come, first-served basis. This form is solely dedicated to advertising opportunities within the Chesapeake Region Chapter's 2012 Directory.

**Be a 2012 Platinum Sponsor and you get a full page ad free!**

Call office for details

**Corporate Profile:** Great opportunity for additional visibility!! Include a company description detailing your products and services (must be 50 words or less). Send via email to [contact@caimdches.org](mailto:contact@caimdches.org).

**Additional Product Listing(s):** Have your company listed under more than one Product or Service—your first listing is free!!

**Have your ad placed opposite your listing.**

**SEND**

Send all artwork to:  
[egalik@communicatebydesign.com](mailto:egalik@communicatebydesign.com)  
Communicate by Design  
1323 Shepard Drive, Suite J  
Sterling, VA 20164  
571-434-1950

### SPECIFICATIONS:

- Electronic artwork reproduces best—email or disc
- High res pdfs preferred—call for other file types
- Photocopies can **not** be accepted
- Please include all fonts and artwork.

# Chapter Newsletter *2012 Beacon*

If you **do not have an ad** and would like one designed, our designer,

**Communicate by Design**, can prepare one for you. Charges for this service will be billed directly to you on an hourly basis.

**REACH MANAGERS AND HOMEOWNERS WHO ARE LOOKING FOR SERVICES—Rely on The Beacon to reach potential customers!**

## BEACON ADVERTISING RATES FOR 2012

*The Beacon is the Chapter's Quarterly Newsletter*

**Commit to all 4 issues and save!**

Ad reservations are taken on a first-come, first-served basis.

Ad Size	Member Price (per issue)	Non-Member Price (per issue)
Full page—8" x 10" black & white . . . . .	\$400 . . . . .	\$500
Half page—horizontal 8" x 5" black & white . . . . .	\$270 . . . . .	\$370
Half page—vertical 4" x 10" black & white . . . . .	\$270 . . . . .	\$370
Quarter page—3.5" x 4.5" black & white . . . . .	\$190 . . . . .	\$290
Business card—3.5" x 2" black & white . . . . .	\$165 . . . . .	\$265
Add color (per ad) . . . . .	\$200 . . . . .	\$300

The size and rate information applies to camera-ready ads. These charges do not include artwork preparation that may be necessary to place ads. Signed contracts must accompany payment.