



Advertising Rate Sheet for 2012 Advertising

MEMBERSHIP DIRECTORY AD RATES (CAI Members only)

Ad Size	Save \$100—Book By Jan 20th	After Jan 20th
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)	\$125	\$225
To have your ad placed opposite your listing	\$100	\$100
Additional Product Listing	\$50 each	\$50 each

*Color is available for these ads

PRODUCT & SERVICES LISTINGS—Please select category (1st listing is free)

- | | | | |
|--|--|--|---|
| <input type="checkbox"/> Accountants | <input type="checkbox"/> Dryer Vent Cleaning | <input type="checkbox"/> Laundry Equipment/Services | <input type="checkbox"/> Reserve Studies |
| <input type="checkbox"/> Air Duct Cleaning | <input type="checkbox"/> Electrical Services | <input type="checkbox"/> Lighting | <input type="checkbox"/> Roofing |
| <input type="checkbox"/> Asphalt/Concrete Preservation | <input type="checkbox"/> Elevators | <input type="checkbox"/> Locks | <input type="checkbox"/> Security/Safety Services |
| <input type="checkbox"/> Asphalt/Paving | <input type="checkbox"/> Energy Consulting | <input type="checkbox"/> Mail Boxes | <input type="checkbox"/> Siding |
| <input type="checkbox"/> Association/Board Service | <input type="checkbox"/> Engineering/Consulting | <input type="checkbox"/> Management Companies | <input type="checkbox"/> Software Systems |
| <input type="checkbox"/> Attorneys | <input type="checkbox"/> Environmental Services/Consulting | <input type="checkbox"/> Painting | <input type="checkbox"/> Tenant Buildout |
| <input type="checkbox"/> Balcony/Deck Restoration | <input type="checkbox"/> Epoxy Lining Pipe | <input type="checkbox"/> Pest Control | <input type="checkbox"/> Tennis Courts |
| <input type="checkbox"/> Banking | <input type="checkbox"/> FHA Condo Approvals | <input type="checkbox"/> Pet Waste Removal | <input type="checkbox"/> Tree Care |
| <input type="checkbox"/> Building Materials | <input type="checkbox"/> Fire Alarms and Sprinklers | <input type="checkbox"/> Phone-Cable-Internet | <input type="checkbox"/> Tuck Pointing |
| <input type="checkbox"/> Carpentry | <input type="checkbox"/> Fire/Security/Access/CCTV | <input type="checkbox"/> Playground Equipment | <input type="checkbox"/> Wallpaper Services |
| <input type="checkbox"/> Caulking & Glazing | <input type="checkbox"/> General Contracting | <input type="checkbox"/> Plumbing, HVAC | <input type="checkbox"/> Waste Management |
| <input type="checkbox"/> Collections | <input type="checkbox"/> Gutters | <input type="checkbox"/> Pool Management/Services | <input type="checkbox"/> Windows/Doors |
| <input type="checkbox"/> Concrete/Masonry | <input type="checkbox"/> Insurance | <input type="checkbox"/> Printing/Graphics | <input type="checkbox"/> Other _____ |
| <input type="checkbox"/> Construction | <input type="checkbox"/> Janitorial Services | <input type="checkbox"/> Process Servers | |
| <input type="checkbox"/> Debt Collection | <input type="checkbox"/> Lake/Pond Management | <input type="checkbox"/> Refrigeration/Mechanical Contractor | |
| <input type="checkbox"/> Disaster Restoration | <input type="checkbox"/> Landscaping/Lawn Care | <input type="checkbox"/> Renovations | |

BEACON AD RATES

Ad Size	Member Price (per issue)	Non-Member Price (per issue)	Please check:
Full page—8" x 10" black & white	\$400	\$500	<input type="checkbox"/> All 4 Issues (save 10%)
Half page—horizontal 8" x 5" black & white	\$270	\$370	<input type="checkbox"/> Winter Issue . . . Ad needed by 1/6/12
Half page—vertical 4" x 10" black & white	\$270	\$370	<input type="checkbox"/> Spring Issue . . . Ad needed by 3/16/12
Quarter page—3.5" x 4.5" black & white	\$190	\$290	<input type="checkbox"/> Summer Issue . . Ad needed by 6/15/12
Business card—3.5" x 2" black & white	\$165	\$265	<input type="checkbox"/> Fall Issue. Ad needed by 9/14/12
Add color (per ad)	\$200	\$300	

Send this form, corporate profile and payment to:
Chesapeake Region Chapter, CAI
5836 Rockburn Woods Way, Elkridge, MD 21075
Phone: 410-540-9831 • Fax: 410-540-9827 • Email: contact@caimdches.org

Send artwork to:
Elyse Galik
Communicate by Design, 1323 Shepard Drive, Suite J, Sterling, VA 20164
Phone: 571-434-1950 • Fax: 571-434-1951 • Email: egalik@communicatebydesign.com

SEE REVERSE SIDE FOR APPLICATION



APPLICATION *for 2012 Advertising*

Please fill out this form and mail with your payment.

AGREEMENT: I have read this contract, and I agree to the information regarding advertising specifications for CAI Chesapeake Region Chapter Publications.

Contact: _____ Company: _____

Address: _____

Phone: _____ Fax: _____ Email: _____

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

MEMBERSHIP DIRECTORY

# of Ads	Type	Cost
_____	Directory Ad	@ \$ _____
_____	Corporate Profile	@ \$ _____
_____	Additional Directory Listings	@ \$ _____*
_____	Add Color	@ \$ _____
_____	Ad Opposite Your Listing	@ \$ _____
Total Amount Directory Due:		\$ _____

*1st listing is free—all others are \$50 each.

BEACON

	Cost Per Ad	Cost
<input type="checkbox"/>	All 4 Issues @ \$ _____ per issue (less 10%)	= \$ _____
<input type="checkbox"/>	Single Issues @ \$ _____ per issue	= \$ _____
	<input type="checkbox"/> Winter <input type="checkbox"/> Spring <input type="checkbox"/> Summer <input type="checkbox"/> Fall	
<input type="checkbox"/>	Add Color x _____ issues	<input type="checkbox"/> \$200 Member x _____ issues = \$ _____
		<input type="checkbox"/> \$300 Non-Member x _____ issues = \$ _____
Total Amount of Beacon Due:		\$ _____

Total Amount Due: \$ _____

Payment in the amount of \$ _____ is enclosed for: _____

Check Enclosed (Make check payable to the Chesapeake Region Chapter, CAI.) Visa Mastercard (we do not accept AMEX)

Printed Name (exactly as it appears on card): _____ Company Name (if corporate card): _____

Card Billing Address (if different than above): _____

City: _____ State: _____ Zip Code: _____ Phone: _____

Card Number: _____ Exp. Date: _____ / _____ Signature (required): _____

The above signed agrees to pay the charges according to the card issuer agreement.

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