

Where Board Members, Property Managers, and Industry Providers come together.

COMPREHENSIVE MARKETING THAT CREATES RESULTS

## CAI New England Year Round Face-to-Face Networking Opportunities

**Annual Chapter Banquet & Casino Night**  
*Sponsorships Available*

**Annual CAI New England Golf Tournament**  
*Sponsorships Available*

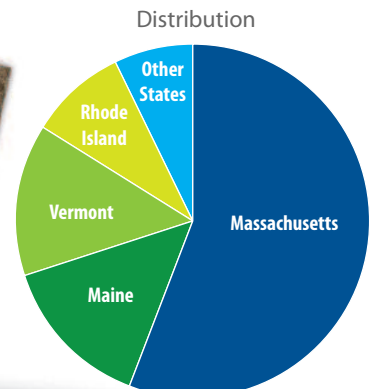
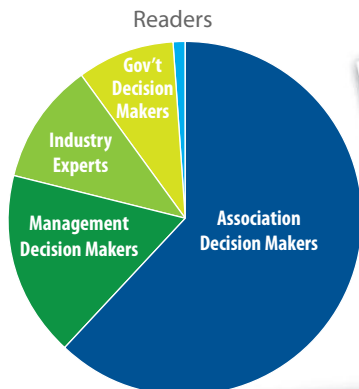
**Board Member / Property Manager Programs**  
*Table Top Sponsorships Available*

**Regional Condo Forum & Expositions**  
*Table Tops & Sponsorships Available*

**Annual Condo Conference & Expo**  
*Exhibitor Booths & Sponsorships Available*

## Condo Media magazine, the Printed and Online Publication that Reaches Thousands of Key Decision Makers

- Exposure to the most **targeted audience** in the industry
- Subscriptions **guaranteed current**—maintained monthly
- Premium four color, **high gloss magazine** mailed monthly and distributed year-round at CAI-NE Programs
- Virtual **Online Digital Edition** emailed monthly in its entirety with a click of the mouse:
  - Links to advertisers websites and emails
  - Eye Catching enhancements available
  - Variety of viewing and search options
  - Email and printing capabilities



For CAI New England Sponsorship and *Condo Media* advertising requests, contact:

Natalie Springsteen 781-237-9020 ext. 11 • E-mail: [nspringsteen@caine.org](mailto:nspringsteen@caine.org) • Web: [www.caine.org](http://www.caine.org)



### PRINTING:

Web offset. Publication Trim Size: 8-1/4" x 10-7/8"

### ACCEPTABLE AD FILE FORMATS:

High resolution, print-quality Adobe PDF. If not available, a high resolution (300 DPI Minimum) TIFF or JPEG will be accepted. CMYK files only.

No spot, RGB, Lab, Indexed, ICC-based or calibrated color. Formats for logos and photos: High resolution (300 DPI Minimum), EPS, TIFF or JPEG.

### UNACCEPTABLE AD FILE FORMATS:

Native files from: Word, Publisher, PowerPoint, MS Paint, Corel Draw, QuarkXpress, Illustrator, InDesign or PageMaker.

Resizing, typesetting or other production charges will be billed directly to the advertiser for ads not meeting specifications. Contact *Condo Media* for design services and fees.

### LAYOUT & FILE SPECIFICATIONS

Display Ad Dimensions	Width x Height
Full page (Trim Size)	8-1/4" x 10-7/8"
Full page (Bleed)	8-1/2" x 11-1/8"
Full page (Live Area)	7-3/4" x 10-3/8"
1/2 page Vertical	4-3/4" x 6-3/8"
1/2 page Horizontal	7-3/8" x 4-5/8"
1/3 page Vertical	2-1/4" x 9-3/8"
1/3 page Square	4-3/4" x 4-5/8"
1/6 page Vertical	2-1/4" x 4-5/8"
1/6 page Horizontal	4-3/4" x 2-3/16"
Classified Service Directory	Width x Height
5 Line Listing	N/A
1" Display	2-1/4" x 1"
1-1/2" Display	2-1/4" x 1-1/2"
2-1/2" Display	2-1/4" x 2-1/2"
Promotional Ad Dimensions	Width x Height
Belly Band	8-1/4" x 6"
Tip In Card	6" x 4-1/4"
Left of the Cover	4-1/4" x 3-1/4"

## 2011 EDITORIAL CALENDAR

ISSUE	ISSUE CLOSES*	MATERIALS DUE	FOCUS
January	November 17	November 29	Communications
February	December 20	December 28	Spring-Summer Maintenance / Spring-Summer Vendor Directory
March	January 24	January 31	Technology
April	February 21	February 28	Disaster Prevention & Recovery/Insurance-Restoration Directory
May	March 22	March 28	Legal & Legislative Issues / Legal Directory
June	April 21	April 29	Energy Savings
July	May 20	May 30	Financial Management & Reserves/ Financial-Reserves Directory
August	June 20	June 27	Association Operations
September	July 22	July 29	Fall-Winter Maintenance / Fall-Winter Vendor Directory
October	August 19	August 29	Expo Preview
November	September 21	September 28	Community Association Management/Management Directory
December	October 20	October 28	Planning for the Future

\* No cancellation can, or will be accepted after the Issue Closes date.

As of 10/2010

### DISPLAY ADVERTISING RATES\*

Ad Size	1-2X Per Insertion		3-5X Per Insertion		6-11X Per Insertion		12X Per Insertion	
	Member	Non-member	Member	Non-member	Member	Non-member	Member	Non-member
Full Page	\$1,486	\$1,709	\$1,398	\$1,608	\$1,293	\$1,487	\$1,130	\$1,300
1/2 Page Vertical	\$1,156	\$1,330	\$1,057	\$1,216	\$991	\$1,140	\$908	\$1,045
1/2 Page Horizontal	\$1,024	\$1,178	\$958	\$1,102	\$876	\$1,008	\$825	\$949
1/3 Page	\$915	\$1,053	\$862	\$992	\$809	\$931	\$774	\$890
1/6 Page	\$756	\$870	\$703	\$809	\$667	\$767	\$632	\$727

Complimentary 5-line Classified Service Directory listing or 5-line cost deducted off Box Listing price with each display ad.  
All display ads are run of book; for preferred placement add 15%.

### PREMIUM PLACEMENT RATES

Covers	1-5x		6-11x		12x	
	Member	Non-member	Member	Non-member	Member	Non-member
Inside Front Cover	\$2,158	\$2,482	\$2,009	\$2,311	\$1,746	\$2,008
Inside Back Cover	\$1,952	\$2,245	\$1,906	\$2,192	\$1,643	\$1,890
Back Cover	\$2,467	\$2,837	\$2,261	\$2,601	\$2,055	\$2,364

### SPECIAL FEATURES

Directories	1x		2-5x	
	Member	Non-member	Member	Non-member
Directories	\$499/issue	\$574/issue	\$399/issue	\$474/issue
Extra Listings	\$249/issue	\$287/issue	\$199/issue	\$237/issue
February	Spring-Summer Vendor Directory			
April	Insurance/Restoration Directory			
May	Legal Directory			
July	Financial & Reserves Directory			
September	Fall-Winter Vendor Directory			
November	Management Directory			
Vendor Spotlight	Member	\$2,750	Non-member	\$3,160

Includes FREE Website and Email Links in the digital edition of Condo Media – Ads must include website and email address

### CLASSIFIED SERVICE DIRECTORY RATES\*

Ad Size	Quarterly		Annually	
	Member	Non-member	Member	Non-member
2.5" Box Listing	\$399/month	\$459/month	\$384/month	\$442/month
1.5" Box Listing	\$333/month	\$384/month	\$323/month	\$372/month
1" Box Listing	\$241/month	\$278/month	\$226/month	\$261/month
5-Line Listing	\$153/month	\$176/month	\$139/month	\$160/month

Minimum 3 months. Additional lines for 5-line listing: \$15/line.

\* Deduct 15% for Black & White Ads.

10/2010

### Digital & Promotional Enhancements

Ad Features	Digital Only	Digital & In Print
Belly Band	\$1495	\$2995
Tip In Card	\$ 995	\$1995
Left of the Cover	\$ 995	
Ad-Jolt Design**	\$ 250	
Ad-Jolt**	\$ 225	
Coupon**	\$ 150	
Ad-Gen**	\$ 100	
Website Link**	\$ 25	
Email Link**	\$ 25	
Website & Email Link**	\$ 35	

- Prices are per insertion
- \*\*Available on all Ad types except 5-Line Listings
- Ads must include the website and email address to enable the links, otherwise a \$25 charge per insertion will be incurred to manually enable the links



Phone: 781-237-9020

888 Worcester Street, Suite 20, Wellesley, MA 02482

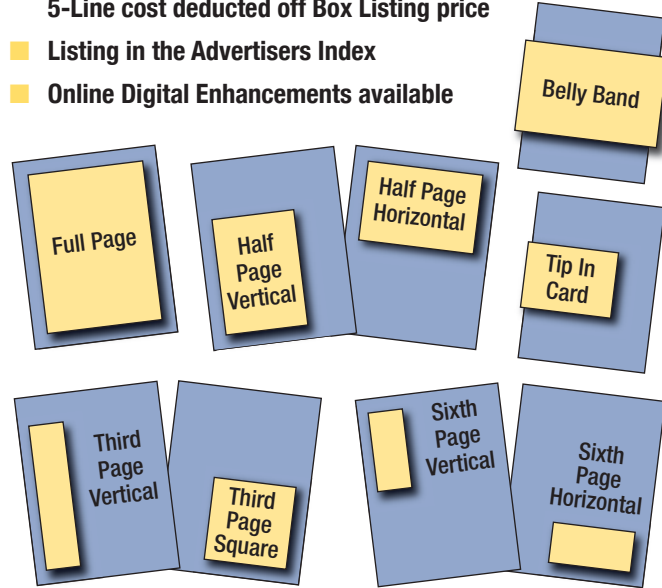
Fax: 781-237-9028 • Email: [sales@caine.org](mailto:sales@caine.org) • Web: [www.caine.org](http://www.caine.org)

# NUMEROUS OPTIONS FOR ALL SIZE BUDGETS

## DISPLAY & PROMOTIONAL ADS

### Includes:

- Complimentary 5-Line Classified Service Directory listing or 5-Line cost deducted off Box Listing price
- Listing in the Advertisers Index
- Online Digital Enhancements available



## CLASSIFIED SERVICE DIRECTORY



### Includes:

- Complimentary Listing in the Classified Advertisers States Served page
- Online Digital Enhancements available for box listings

## VENDOR SPOTLIGHT



### Includes:

- Two full pages dedicated to showcasing your business with photos and an article written by a professional writer
- 100 Reprints of your Vendor Spotlight on glossy 100 lb. paper
- An Electronic Version to place on your website
- A 5-Line Listing in the Classified section of *Condo Media*
- Website and Email links in the Digital Online Version
- Listing in the Advertisers Index
- Posted to our website [www.caine.org](http://www.caine.org) under Resource Directories (*Helpful Resources* link)

## DIRECTORIES

### Features:

- Several Directories per year, each featuring a different Service/ Industry Focus
- Used as a resource throughout the year

### Includes:

- Company Profile and Contact Information
- Logo or Photo
- Listing on the Reference page
- Posted to our website [www.caine.org](http://www.caine.org) under Resource Directories (*Helpful Resources* link)
- Website and Email links in the Digital Online version

