

CAI New England Digital Marketing & *Condo Media* Magazine Advertising

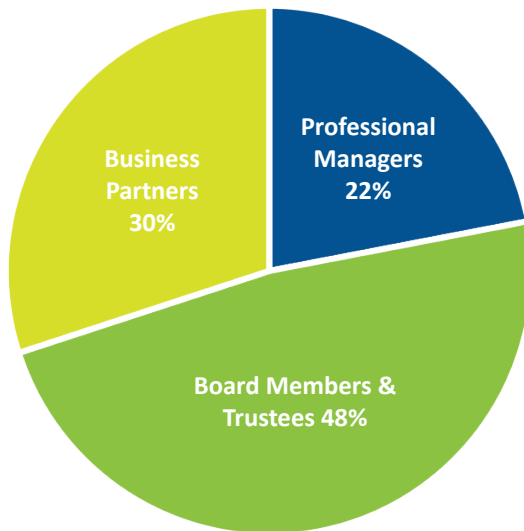
Where Board Members, Property Managers, and Business Partners come together.

COMPREHENSIVE MARKETING OPPORTUNITIES THAT CREATE RESULTS

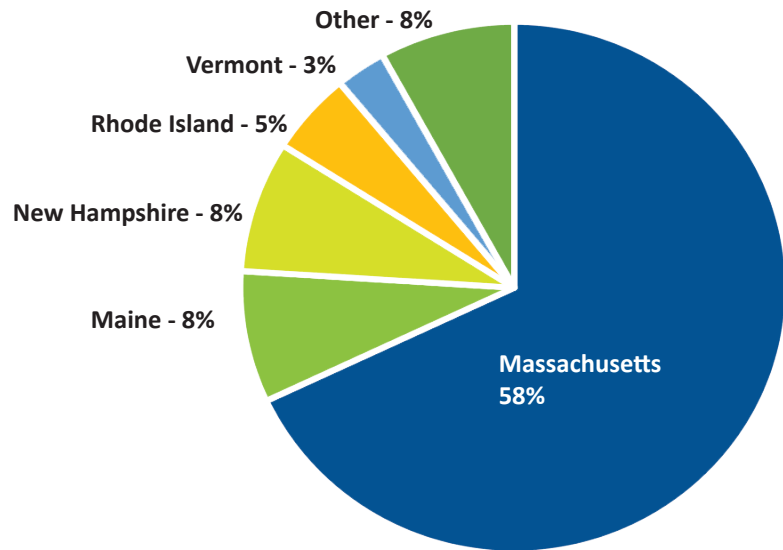
CONDO MEDIA REACHES KEY DECISION MAKERS

- ☐ Exposure to the **most targeted audience** in the industry
- ☐ Mailing lists, emails, and subscriptions current and updated monthly
- ☐ Premium four color, **high gloss magazine** mailed monthly
- ☐ Virtual **Online Digital Edition** emailed monthly in its entirety with a click of the mouse:
 - Links to advertisers' websites and emails
 - Issues archived and searchable by keyword
 - Eye catching enhancements available
 - Variety of viewing and search options
 - Email and printing capabilities

CONDO MEDIA READERSHIP



DIGITAL MARKETING CIRCULATION



For CAI New England Digital Marketing and
Condo Media advertising requests, contact
Jacob Nelson:

Phone: (781) 237-9020 x11

Email: jnelson@caine.org

Web: www.caine.org



2024 ISSUE DEADLINES & FOCUSES

Issue	Issue Close Date	Ad Materials Due	Focus
January	November 10	November 21	Community Association Volunteer Leadership
February	December 12	December 21	Insurance/Risk Management/Disaster Restoration / <i>Guide to Insurance/ Restoration Services</i>
March	January 16	January 24	Spring & Summer Maintenance / <i>Guide to Spring-Summer Services</i>
April	February 15	February 23	Technology/Carbon Emissions/Energy Savings
May	March 15	March 22	Legal & Legislative Issues / <i>Guide to Legal Services</i>
June	April 16	April 25	Security / Safety
July	May 15	May 23	Financial Management & Reserves / <i>Guide to Financial-Reserve Services</i>
August	June 12	June 21	Fall & Winter Maintenance / <i>Guide to Fall-Winter Services</i>
September	July 16	July 25	Rules & Enforcement
October	August 13	August 26	Expo Preview Issue
November	September 13	September 24	Association Management / <i>Guide to Management Services</i>
December	October 16	October 23	Planning

PRINTING:

Web Offset. Publication Trim Size: 8.25" X 10.875"

ACCEPTABLE FILE FORMATS:

Ads: high resolution

- ☐ Adobe PDF: print-quality CMYK
- ☐ TIFF / JPEG Photos and Logos: 300 DPI minimum
- ☐ EPS vector file

UNACCEPTABLE FILE FORMATS:

- ☐ Native files from: Word, Publisher, PowerPoint, MS Paint, Corel Draw, QuarkXpress, Illustrator, Indesign or PageMaker
- ☐ No spot, RGB, Lab, Indexed, ICC-based or calibrated color

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.



Contact: **Jacob Nelson** at (781) 237-9020 x11

888 Worcester Street, Suite 20, Wellesley, MA 02482

Fax: (781) 237-9028 | Email: jnelson@caine.org | Web: www.caine.org

LAYOUT & FILE SPECIFICATIONS

Display Ad Dimensions	Width x Height
Full page (Trim Size)	8.25" x 10.875"
Full Page (Bleed)	8.5" x 11.125"
Full Page (Live Area)	7.75" x 10.375"
Two Page Spread (Trim)	16.5" x 10.875"
Two Page Spread (Bleed)	16.75" x 11.125"
1/2 Page Vertical	4.625" x 6.25"
1/2 Page Horizontal	7" x 4.625"
1/3 Page Horizontal Spread	15.3" x 3"
1/3 Page Square	4.625" x 4.625"
1/6 Page Vertical	2.25" x 4.625"
Classified Listings	Width x Height
5 Line Listing	N/A
1" Display	2.25" x 1"
1-1/2" Display	2.25" x 1.5"
2-1/2" Display	2.25" x 2.5"
Promotional Ad Dimensions	Width x Height
Belly Band	17.68" x 6"
Tip In Card	7.25" x 6"
Left of the Cover (<i>Digital ONLY</i>)	4.25" x 3.25"

2024 CONDO MEDIA ADVERTISING RATE CARD

The Official Magazine of CAI New England

CONDO
MEDIA

DISPLAY ADVERTISING RATES*

Ad Size	1-2 Insertions		3-5 Insertions		6-11 Insertions		12 Insertions	
	Member	Non-member	Member	Non-member	Member	Non-member	Member	Non-member
Full Page	\$1,581	\$1,906	\$1,489	\$1,709	\$1,379	\$1,582	\$1,208	\$1,386
1/2 Page Vertical	\$1,235	\$1,418	\$1,131	\$1,298	\$1,062	\$1,218	\$975	\$1,118
1/2 Page Horizontal	\$1,096	\$1,258	\$1,027	\$1,178	\$941	\$1,079	\$887	\$1,017
1/3 Page Square	\$982	\$1,127	\$926	\$1,063	\$870	\$999	\$834	\$956
1/6 Page	\$815	\$935	\$759	\$870	\$721	\$826	\$685	\$784

Complimentary 5-line Classified Listing. All display ads are run of book; for preferred placement add 15%.

PREMIUM PLACEMENT RATES*

	1-5 Insertions		6-11 Insertions		12 Insertions	
	Member	Non-member	Member	Non-member	Member	Non-member
Inside Front Cover	\$2,276	\$2,617	\$2,120	\$2,437	\$1,844	\$2,119
Inside Back Cover	\$2,060	\$2,368	\$2,012	\$2,312	\$1,736	\$1,995
Back Cover	\$2,601	\$2,989	\$2,385	\$2,742	\$2,168	\$2,493
Belly Band**	\$3,145	\$3,355	\$2,987	\$3,197	\$2,830	\$3,040
Vendor Spotlight	\$2,888	\$3,318	N/A	N/A	N/A	N/A
Tip in Card**	\$2,095	\$2,410	N/A	N/A	N/A	N/A
Two Page Spread	\$2,415	\$2,783	\$2,205	\$2,573	\$1,995	\$2,310
1/3 Page Horizontal Spread	\$1,838	\$2,100	\$1,680	\$1,943	\$1,575	\$1,838

SERVICE GUIDE RATES*

	Member	Non-member
Profile (per issue)	\$524	\$603
Front of Guide - Full Page	\$1,844	\$2,119
Back of Guide - Full Page	\$2,012	\$2,312
Issue	Guide to...	
February	Insurance-Restoration Services	
March	Spring-Summer Services	
May	Legal Services	
July	Financial-Reserve Services	
August	Fall-Winter Services	
November	Management Services	

CONDO MEDIA DIGITAL ISSUE AD RATES*

Ad Unit	Member Rate	Non-member Rate
Desktop Skyscraper; 157 x 783 pixels	\$525	\$604
Left of Cover; 540 x 480 pixels	\$1,045	\$1,201
Website Link***	\$30	\$30
Email Link***	\$30	\$30
Website & Email Link***	\$45	\$45

CLASSIFIED LISTING RATES*

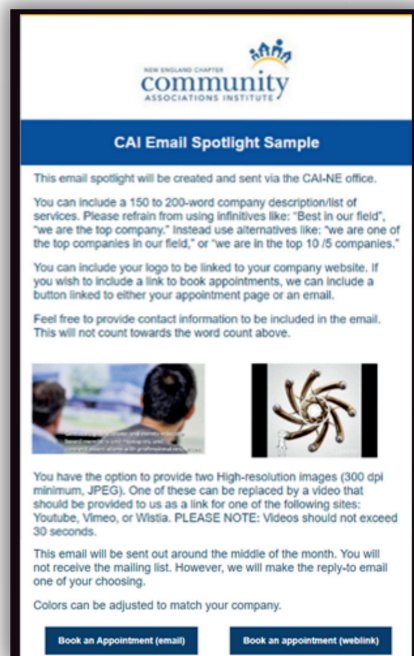
	1-4 Insertions		5-12 Insertions	
	Member	Non-member	Member	Non-member
2.5" Box Listing	\$429 / month	\$492 / month	\$414 / month	\$475 / month
1.5" Box Listing	\$360 / month	\$414 / month	\$350 / month	\$401 / month
1" Box Listing	\$264 / month	\$302 / month	\$248 / month	\$285 / month
5-Line Listing	\$171 / month	\$195 / month	\$156 / month	\$179 / month
Additional lines for 5-line listing: \$15/line/month.				

*Prices are per edition

**Belly Band & Tip in Card is a combination of print and digital, not available in digital only.

***Available on all ad types. Ads must include the website and email address to enable the link, otherwise an additional \$25 charge per insertion will be incurred to manually enable the links.

2024 Digital Marketing



EMAIL SPOTLIGHTS

1 per month

Includes:

- 150 to 200-word company description/list of services
- Company Logo with Web link
- Appointment link
 - Direct link to email or webpage to book appointments
- Contact info – linked (optional)
- Up to 2 High Resolution images (300 dpi min., JPEG or TIFF)
 - Can choose to embed video as replacement images.
 - MUST be a YouTube, Vimeo, or Wistia link

CONDO MEDIA

DIGITAL EDITION BANNERS

1 per month

Includes:

- Banner ad at the top of the *Condo Media* Digital Edition
- Sent to all *Condo Media* readers, subscribers and CAI New England Chapter members.
- Ad linked to company site
- Written above the ad will be "This Digital Edition is sponsored by...)"



CAINE.ORG

WEBSITE SPONSOR

3 per quarter (cost per quarter)

Includes:

- Company Logo on Website Sponsor Sliding Billboard Ad on CAI-NE website
- Link to Website Sponsor Page
- Company Logo linked to Sponsor website
 - Contact info – linked to website/email address
- Sponsorships set quarterly
 - January – March
 - April – June
 - July – September
 - October – December



2024 Digital Marketing Order Form

Company: _____

	MEMBER	NON-MEMBER
EMAIL SPOTLIGHT	<input type="radio"/> \$2,100	<input type="radio"/> \$2,888
CONDO MEDIA DIGITAL EDITION BANNER	<input type="radio"/> \$735	<input type="radio"/> \$1,260
CAINE.ORG WEBSITE SPONSOR	<input type="radio"/> \$945	<input type="radio"/> \$1,575

TOTAL: _____

Placement	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
SPOTLIGHT	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
BANNER	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
WEBSITE	<input type="radio"/> Q1			<input type="radio"/> Q2			<input type="radio"/> Q3			<input type="radio"/> Q4		

Member Type:

☐ CAI-NE Member ☐ CAI-NE Chapter Partner _____ Level ☐ Non-member

Contact Name: _____

Full Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____ Email: _____

Authorized Signature: _____ Date: _____

PAYMENT METHOD: Invoice Me Check Enclosed Visa MC Disc Amex

Name on Card: _____

Card #: _____ Exp: ____ / ____ Sec Code: _____

Payment Signature: _____ Date: _____

I understand this is a binding contract by authorization via mail, fax or electronic format. I understand that all sponsorships are made on a first-come, first-served basis and that only reservations with non-refundable full payment will assure confirmed sponsorship reservations. In event of default, the above company will be responsible for payment of attorney/collection fees and other expenses incurred in collection of the debt. All accounts payable within 30 days except otherwise noted. Balances unpaid after 30 days are subject to a service charge of 1.5% per month. The person signing this agreement on behalf of Sponsor warrants that they are authorized to make agreements and to bind their principals to this agreement.