



DIGITAL MARKETING OPPORTUNITIES

CACM has the largest contingent of community manager members and we are proud that our website is a resource for them. Advertising your brand with CACM's digital marketing opportunities mean you are a part of their interaction with their professional organization. It solidifies your place as a leader in the community management industry.

BANNER ADS ON CACM WEBSITE & HOA BOARD SITE

Horizontal Banners

Size 2800 pixels wide by 360 pixels high

These banners are placed on the Calendar page, Credentialing, Professional Development and Events. These ads rotate randomly.

HORIZONTAL BANNER: 2800px x 360px

Standard Banners

Size 1600 pixels wide by 900 pixels high

These banners are placed on the homepage, on the Calendar page, Credentialing, Professional Development and Events. These ads rotate randomly.

STANDARD: 1600px x 900px

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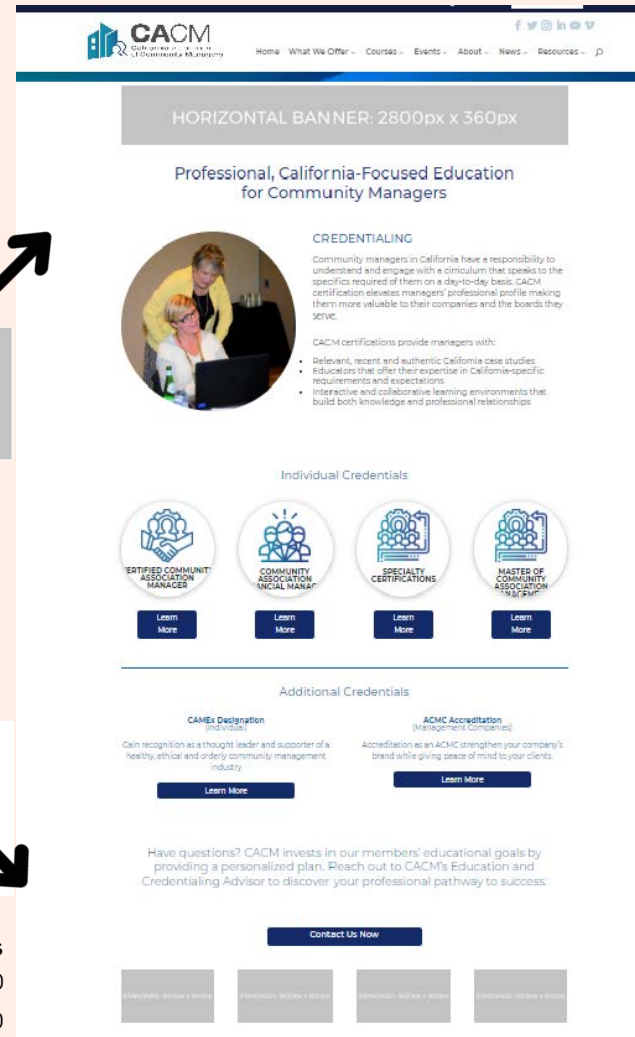
STANDARD: 1600px x 900px

FREQUENCY/RATES	3 Months	6 Months	9 Months	12 Months
Horizontal*	\$1,250	\$2,250	\$3,000	\$3,500
Standard*	\$750	\$1,250	\$1,750	\$2,000

DETAILS AND SUBMISSION GUIDELINES

Horizontal banner size: 2800 pixels wide x 360 pixels high; Standard banner size: 1600 pixels by 900 pixels. Minimum: 72 dpi, RGB color. Format: GIF, PNG or JPEG. Ads may be animated, but limited to a maximum of 8 seconds and 2 loops and provided to CACM in GIF format. Advertiser is responsible for providing all digital artwork conforming to required specifications and related information (such as website URL link) prior to banner ad placement.

*CACM reserves the right to determine ad placement location on the site and the right to withdraw or deny placement of a banner ad which it determines in its sole discretion to be inappropriate. CACM reserves the right to adjust ad sizes at our discretion based on website updates.



CACM banner ads are exclusive to our members. **Industry Partner Plus** members receive one complimentary 30-day standard placement banner ad (a \$250 value).

ONLINE SERVICE DIRECTORY & HOA BOARDSITE LISTING ENHANCEMENTS



The CACM online Service Directory (www.hoasupplier.com) and HOA Boardsite (www.hoaboardsite.com) allow consumers to search for your company by category of service, company name, city and more. Affiliate members receive a complimentary basic line listing on both sites, but there are plenty of ways to enhance your listings and ensure managers, board members or homeowners can find you quickly and easily.

Logo Display | \$100 per site

Build brand recognition (applies to all online directory listings on selected site)

Collateral Link | \$100 per site

Link to company brochure, flyer or special promotion. Showcase your services (applies to all online directory listings on selected site)

Promotional Video | \$100 per site

Make a memorable impression (applies to all online directory listings on selected site)

Additional Categories | \$100 each per site

For companies with multiple services (see list of service categories)

Additional Location/Contact Person | \$100 each per site

Separate listings for key employees and each city you service; fill in the information below for each



E-NEWSLETTER SPONSORSHIP ADVERTISEMENT & LOGO PLACEMENT

With industry-leading open and click through rates, our e-newsletter provides outstanding visibility. It's the perfect tool to reach clients – and only \$450 per quarter! CACM's **myCommunity** e-newsletters reach more than 2,000 community managers monthly with career path advice, industry news, upcoming events and professional development opportunities.

RATES

FULL YEAR - \$1600 | Deadline: November 15, 2018

FIRST QUARTER - \$450 | Deadline: November 15, 2018

SECOND QUARTER - \$450 | Deadline: February 15, 2019

THIRD QUARTER - \$450 | Deadline: May 15, 2019

FOURTH QUARTER - \$450 | Deadline: August 15, 2019

DETAILS AND SUBMISSION GUIDELINES

E-newsletter advertising is available quarterly and includes insertions in three consecutive e-newsletters. Sponsorship includes sponsor logo or advertisement, 144 pixels x 144 pixels, 72 dpi, linked to sponsor's website or email. A maximum of six sponsorships are sold per quarter; sponsor logos will appear in the order in which contracts are received.



ATTORNEY CONNECTION WEBINAR SERIES | \$400

This is a great vehicle for you to brand your company in front of hundreds of attendees. The convenience of online learning is the perfect fit for CACM manager members' busy schedule. These offerings are just as convenient for you; your company gains maximum visibility before, during and after these series without pulling any of your staff away from the office.

Deadline to submit contract: May 20, 2019 (Five available)

- Logo as link to sponsor website in email promotions
- Inclusion of company name and logo in webinar introduction
- Inclusion of company summary in participant materials (five bullet points of up to 45 characters per line)
- Webinar recording and accompanying participant materials
- Recognition in Vision magazine
- Electronic list of registered attendees, post event

Images displayed in this catalog are for demonstration purposes only and are not meant to be an actual representation of sponsorship benefit.



2019 CACM Digital Marketing Opportunities Contract

Email both pages of your completed contract to marketing@cacm.org



23461 South Pointe Drive, Ste. 200
Laguna Hills, CA 92653
949.916.2226 | www.cacm.org
marketing@cacm.org

CONTACT NAME/TITLE

COMPANY

ADDRESS

CITY / STATE / ZIP

EMAIL

WEBSITE

PHONE

MOBILE

CACM WEBSITE BANNER ADS

	3 Months	6 Months	9 Months	12 Months
Horizontal Banners*	<input type="checkbox"/> \$1,250	<input type="checkbox"/> \$2,250	<input type="checkbox"/> \$3,000	<input type="checkbox"/> \$3,500
Standard Banners*	<input type="checkbox"/> \$750	<input type="checkbox"/> \$1,250	<input type="checkbox"/> \$1,750	<input type="checkbox"/> \$2,000

Horizontal Banners are 2800 pixels wide by 360 pixels high. They are placed on the Calendar, Credentialing, Professional Development and Events pages. These ads rotate randomly.

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E-NEWSLETTER SPONSORSHIP LOGO/AD PLACEMENT

<input type="checkbox"/> Full Year (12% savings)	\$1,600	<input type="checkbox"/> Third Quarter	\$450
<input type="checkbox"/> First Quarter	\$450	<input type="checkbox"/> Fourth Quarter	\$450
<input type="checkbox"/> Second Quarter	\$450		

ADVERTORIAL BANNER AD - CACM WEBSITE

<input type="checkbox"/> CACM Website 90-Day Advertorial Banner (standard placement)	\$750
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WEBINAR SERIES (FOUR)

<input type="checkbox"/> Attorney Connection Series	\$400
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ONLINE DIRECTORY LISTING ENHANCEMENTS

Complete additional office, contact or service category information on page 2.

HOA SERVICES DIRECTORY

<input type="checkbox"/> Logo Display	\$100
<input type="checkbox"/> PDF Brochure/Flyer Link	\$100
<input type="checkbox"/> Promotional Video	\$100
<input type="checkbox"/> Each Add'l Service Category	\$100
<input type="checkbox"/> Each Add'l Office and/or Contact	\$100

HOA BOARD SITE

<input type="checkbox"/> Logo Display	\$100
<input type="checkbox"/> PDF Brochure/Flyer Link	\$100
<input type="checkbox"/> Promotional Video	\$100
<input type="checkbox"/> Each Add'l Service Category	\$100
<input type="checkbox"/> Each Add'l Office and/or Contact	\$100

ONLINE DIRECTORY LISTING ENHANCEMENTS CONTINUED

#1 ADDITIONAL CONTACT CATEGORY OFFICE (CHECK ALL THAT APPLY)

EMAIL _____

OFFICE ADDRESS _____

CITY / STATE / ZIP _____

PHONE _____

WEBSITE _____

#2 ADDITIONAL CONTACT CATEGORY OFFICE (CHECK ALL THAT APPLY)

EMAIL _____

OFFICE ADDRESS _____

CITY / STATE / ZIP _____

PHONE _____

WEBSITE _____

#3 ADDITIONAL CONTACT CATEGORY OFFICE (CHECK ALL THAT APPLY)

EMAIL _____

OFFICE ADDRESS _____

CITY / STATE / ZIP _____

PHONE _____

WEBSITE _____

PAYMENT METHOD

Please remit form via email to: marketing@cacm.org or mail to:
CACM, Attn: Marketing, 23461 South Pointe Dr., Ste. 200
Laguna Hills, CA 92656

Visa MasterCard Amex Discover
 Check Enclosed (made payable to CACM)

Total Amount Enclosed: \$ _____

CARD NUMBER _____

EXP. DATE _____ CVV CODE _____

CARDHOLDER'S NAME _____

AUTHORIZED SIGNATURE _____

YES, please email credit card receipt to _____

TERMS AND CONDITIONS

Payment is due with the signed contract. Membership must be maintained throughout the duration of the contract. There is no cancellation or refund.

RESERVED RIGHTS

Acceptance and publication member materials shall in no way constitute approval or endorsement of the product or service by CACM. CACM reserves the right to withhold publication of any material it deems inaccurate or otherwise misleading. Advertisers will indemnify, defend and hold harmless CACM from any claim and all loss, expenses or liability arising from the publication of any sponsor logo. The liability of CACM for any error, omission or delay for which it may be held generally responsible shall in no event exceed the cost of the sponsorship.

I acknowledge and accept all terms and policies on this form.

AUTHORIZED SIGNATURE _____

PRINT NAME _____

TITLE _____

DATE _____

Online Additional Listing/Service Categories

A

- Access Controls
- Accountants
- Acoustical Engineers/Consultants
- ADA Compliance
- Air Conditioning & Heating Services
- Animal Control Services
- Arbitrators & Mediators
- Architects
- Artificial Turf
- Asphalt Repair & Paving
- Assessment Collection Services
- Attorneys
- Awnings

B

- Backflow Services
- Billing Documents & Services
- Builders & Developers

C

- Cable Communication Services
- Chimney Repairs & Services
- Community Association Consulting
- Computer Products & Services
- Concierge Services
- Concrete Products & Services
- Construction Defect Analysis
- Construction Management Consultants
- Credit Reporting

D

- Decking Products & Services
- Drone Inspections
- Dry Rot Repairs & Replacement

E

- Election Administration
- Electrical Contractors
- Elevator Products & Services
- Employment Services & Consulting
- Energy Management
- Energy Providers
- Engineering Services/Consultants
- Environmental Products & Services
- Escrow Documents
- Expert Witness

F

- Fencing, Gates & Doors
- Financial Management
- Financial Services
- Fire Safety
- Fitness Equipment & Services
- Flooring
- Foreclosures

G

- Garage Doors
- General Contractors
- Geotechnical Consulting & Investigation
- Graffiti Removal
- Green Products & Services

H

- Hazardous Materials Management

I

- Insurance Agency
- Insurance Management Services
- Insurance Valuations
- Interior Design Products & Services
- Internet Services
- Investment Counselors

J

- Janitorial Services

L

- Lake & Stream Management
- Landscape Consulting
- Landscape Design Services
- Landscape Maintenance
- Landscape Materials & Supplies
- Laundry Facility Services
- Leak Prevention & Detection
- Lighting Services
- Locksmith Services

M

- Mailbox Installation
- Maintenance & Repairs
- Maintenance Manuals & Consulting
- Management Services
- Management Software Solutions
- Mold Specialists

P

- Paint Manufacturers & Consultants
- Painting Contractors
- Parking Enforcement
- Parliamentarians
- Patio Furniture & Restoration
- Pest Control Services
- Pet Waste & Removal
- Playground Products & Services
- Plumbing & Boiler Repairs
- Pool Maintenance & Services
- Pool Repair & Resurfacing Services
- Power Washing & Steam Cleaning
- Printing & Publications
- Property & Real Estate Services
- Public Adjuster

R

- Rain Gutters
- Recreation Facility Services
- Reserve Study Firms
- Restoration Services - Emergency
- Restoration Services - Structural
- Restroom Restoration
- Risk Management
- Roof System Replacement
- Roof & Water Consultants
- Roofing Contractors
- Roofing Products

S

- Security Services & Systems
- Seismic Retrofitting
- Senior Services
- Sewer/Septic Cleaning
- Shade Covers
- Siding Products & Services
- Signs
- Site Plans & Maps
- Slurry Seal, Sealcoat & Striping
- Solar Products & Services
- Special Event Planning & Decorating
- Street Sweeping Services
- Structural Engineers

T

- Technology Services
- Tennis Court Maintenance & Repair
- Termite Control Services
- Towing Services
- Trade Associations
- Tree Services

U

- Utility Auditors

V

- Vendor Compliance

W

- Waste Management & Services
- Waste Removal Services
- Water Management & Services
- Water Feature Maintenance
- Water Truck Service
- Waterproofing
- Weatherproofing
- Web Design
- Window Cleaning Services
- Window Replacement