



20 24

DIGITAL MARKETING OPPORTUNITIES

CACM is proud to share that we support the largest contingent of community managers in California. As an industry resource, our website and social media channels are visited regularly. Advertising your brand with CACM's digital marketing opportunities means you are a part of their interaction with their professional organization. It solidifies your place as a leader in the community management industry.

As online engagement has grown, ensuring your message is received in a safe and direct manner is critical to business success. Partner with CACM to showcase your brand to managers across the state or within a specific geo-targeted range.

DIRECT EMAIL MARKETING



- Direct email blast showcasing your brand and your brand alone!
- Opportunity to educate community managers on best practices and innovative solutions
- CACM to send direct email to over 2,000 members
- Email branded with CACM and company sponsor content

\$1,500 per email

2 available per month, reserved on a first-come, first-served basis

Market your business through CACM direct emails by simply selecting the months that fit into your overall marketing plan. Industry Partner members can select up to one direct email per month (based on space availability.)

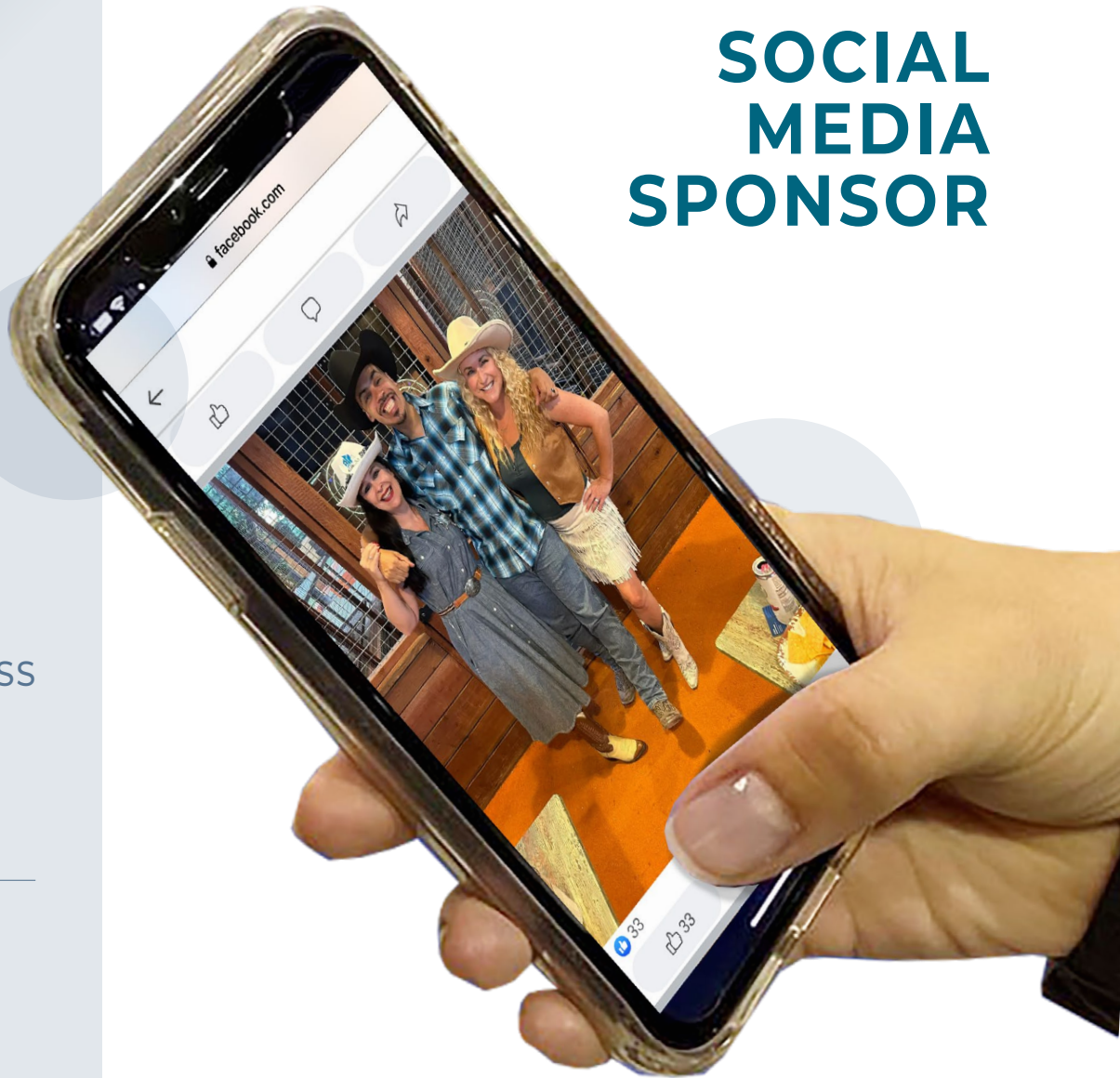


CACM EMAIL ENGAGEMENT STATS

2023
OPEN RATE **39%**
CLICK THRU RATE **9%**

2022
OPEN RATE **37%**
CLICK THRU RATE **9%**

SOCIAL MEDIA SPONSOR



FOLLOWERS ACROSS ALL CHANNELS:

7,541*

4,382

2,026

1,133

SOCIAL MEDIA SPONSOR

- One paid social media post per month on CACM's Instagram, Facebook and LinkedIn
- Sponsor supplies artwork (photo or video reel) and link

PHOTO

1080 pixels wide by 1080 pixels high, 72 dpi

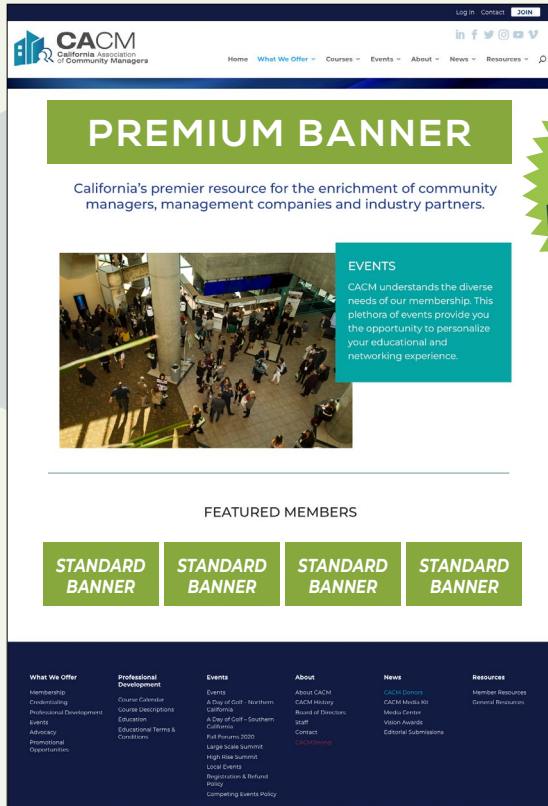
REEL

1080 pixels wide by 1920 pixels high

1 Month.....\$300

12 Months.....\$1,500

*As of Aug. 30, 2023



CACM WEBSITE BANNER ADS

WEBSITE PREMIUM BANNER AD

PREMIUM BANNER AD

2800 pixels wide x 360 pixels high, 72 dpi

This premium ad placement provides advertisers with visibility on CACM's most frequented pages – the Credentialing, Professional Development, Membership, Events and Course Description pages.

These ads rotate randomly.

<i>Market your business through CACM's website by selecting the package sessions that best fit into your overall marketing plan.</i>	1 Month.....\$750
	3 Months.....\$1,250
	6 Months.....\$2,250
	9 Months.....\$3,000
	12 Months.....\$3,500

Submit your advertisement in a JPG or PNG file format. The ad will not be displayed at this resolution on every device and will likely be displayed smaller than 1600px by 900px on many devices. If you wish to submit a file with a resolution less than specified size, please be aware that the display quality on some high resolution displays may be less than optimal.

While we request a high resolution image file for your ad, please avoid use of small design elements including large amounts of text that may not be legible if the ad is being viewed on a smaller screen such as a mobile phone.

We recommend reviewing the ads on the bottom of the page on www.cacm.org on multiple devices for sample designs from current advertisers.

Format: GIF, PNG or JPG. Ads may be animated, but limited to a maximum of 8 seconds and 2 loops. 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.

STANDARD BANNER AD

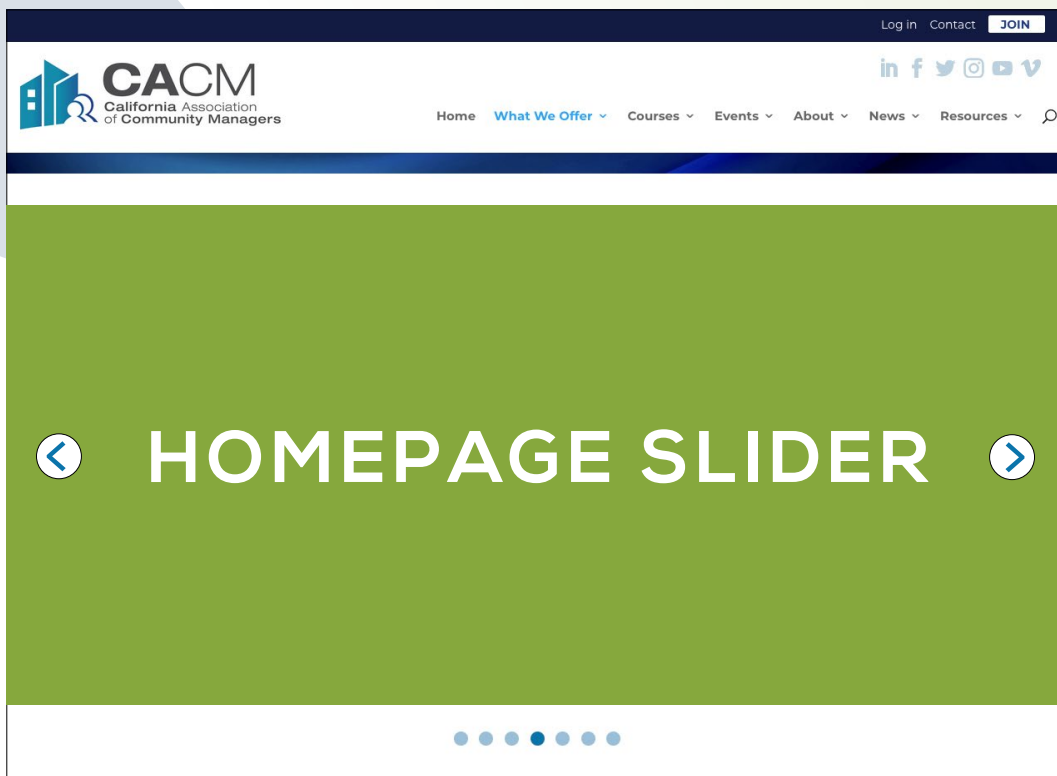
STANDARD BANNER AD

1600 pixels wide by 900 pixels high, 72 dpi

These banners are placed at the bottom of the Homepage, Calendar, Credentialing, Professional Development, and Events pages.

These ads rotate randomly.

<i>Market your business through CACM's website by selecting the package sessions that best fit into your marketing plan.</i>	1 Month.....\$400
	3 Months.....\$750
	6 Months.....\$1,250
	9 Months.....\$1,750
	12 Months.....\$2,000



CACM HOMEPAGE SLIDER SPOT

HOMEPAGE SLIDER SPOT (2 SPOTS PER MONTH AVAILABLE)

1920 pixels wide x 670 pixels high, 72 dpi

This premium placement ad provides visibility on the CACM home page. The ads on the slider rotate. Advertiser provides content including photo, text and link. CACM designs the slide.

1 Month.....\$800

12 Months\$5,000 *(artwork must change monthly)*

CACM.ORG ENGAGEMENT STATS

TOTAL
PAGE
VIEWS
CACM.ORG

2022

246,796

JAN-
AUG.
2023

164,343

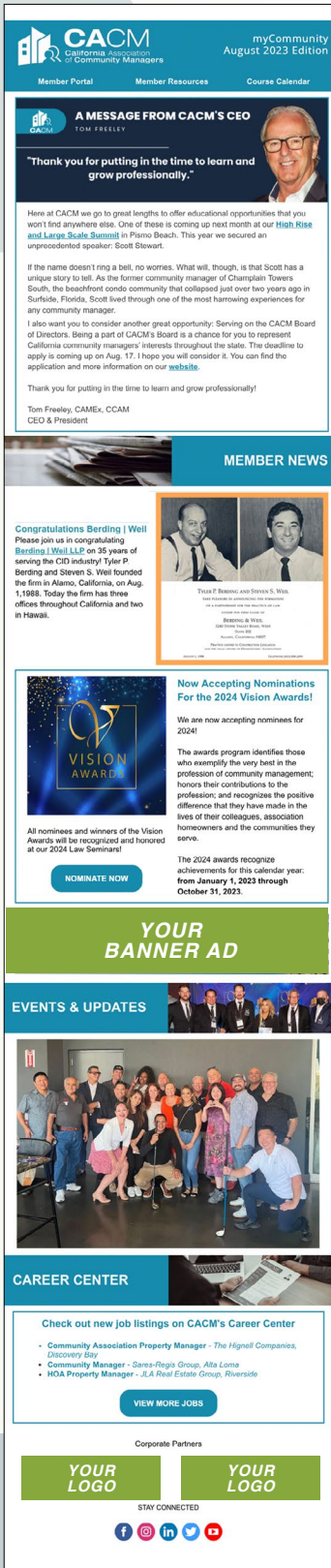
TOTAL
HOME
PAGE
VIEWS

2022

40,226

JAN-
AUG.
2023

26,077



MYCOMMUNITY™ E-NEWSLETTER

CACM's 'must-read' monthly e-newsletter for managers in the California community management industry. With industry leading open and click 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 industry news, upcoming events and professional development opportunities.

E-NEWSLETTER HORIZONTAL BANNER AD

HORIZONTAL BANNER AD

520 pixels wide x 100 pixels high, 72 dpi

\$850 each

4 available per month, reserved on a first-come, first served basis

Market your business through CACM's myCommunity newsletter by selecting the month(s) that best fit into your overall marketing plan.

E-NEWSLETTER LOGO PLACEMENT

LOGO

144 pixels wide x 144 pixels high, 72 dpi

Market your business through CACM's myCommunity newsletter by selecting the month(s) that best fit into your overall marketing plan.

FULL YEAR - \$1,600

Deadline: November 10, 2023

FIRST QUARTER - \$450

Deadline: November 10, 2023

SECOND QUARTER - \$450

Deadline: February 16, 2024

THIRD QUARTER - \$450

Deadline: May 17, 2024

FOURTH QUARTER - \$450

Deadline: August 9, 2024

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 sold per quarter; sponsor logos will appear in the order in which contracts are received.

Format: GIF, PNG or JPG. Ads may be animated, but limited to a maximum of 8 seconds and 2 loops. 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.

2023 MYCOMMUNITY™ EMAIL ENGAGEMENT STATS

OPEN RATE **36%**

CLICK RATE **9.5%**

ONLINE DIRECTORY ADDITIONAL LISTING/SERVICE CATEGORIES

A

Access Controls
 Accountants
 Acoustical Engineers/Consultants
 ADA Compliance
 Air Conditioning & Heating Services
 Animal Control Services
 Arbitrators & Mediators
 Architects
 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

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 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 & Water Consultants
 Roofing Contractors
 Roofing Products

S

Security Services & Systems
 Senior Services
 Sewer/Septic Cleaning
 Shade Covers
 Siding Products & Services
 Signs
 Site Plans & Maps
 Slurry Seal, Sealcoat & Striping
 Solar Products & Services
 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

Category Not Listed

CACM 2024

DIGITAL MARKETING OPPORTUNITIES

ONLINE DIRECTORY LISTING ENHANCEMENTS CONTINUED

ONLINE DIRECTORY LISTINGS ENHANCEMENTS

The CACM Industry Partner Online Directory allows community managers and consumers alike to search for your business by category of service, company name or region serviced. Industry Partners receive a complimentary basic listing, but there are plenty of ways to enhance your listing and ensure managers can find you quick and easy.

Free basic listing is based on your primary category of service.

*Enhance your
company's
exposure
to ensure
managers find
you with ease.*

#1 ADDITIONAL CONTACT Check all that apply.

CONTACT OFFICE CATEGORY

CONTACT NAME/TITLE

COMPANY

STREET ADDRESS

CITY

STATE

ZIP

WEBSITE

EMAIL

PHONE

MOBILE PHONE

#2 ADDITIONAL CONTACT Check all that apply.

CONTACT OFFICE CATEGORY

CONTACT NAME/TITLE

COMPANY

STREET ADDRESS

CITY

STATE

ZIP

WEBSITE

EMAIL

PHONE

MOBILE PHONE

#3 ADDITIONAL CONTACT Check all that apply.

CONTACT OFFICE CATEGORY

CONTACT NAME/TITLE

COMPANY

STREET ADDRESS

CITY

STATE

ZIP

WEBSITE

EMAIL

PHONE

MOBILE PHONE

Email your completed contract to
marketing@cacm.org



California Association of Community Managers, Inc.
23461 South Pointe Dr. | Ste. 200 | Laguna Hills, CA 92653
949.916.2226 | cacm.org

CACM 2024 DIGITAL MARKETING OPPORTUNITIES CONTRACT

DIGITAL MARKETING OPPORTUNITIES

DIRECT EMAIL MARKETING \$1,500 EACH

MONTHS:

JAN	FEB	MAR	APR	MAY	JUN
JUL	AUG	SEP	OCT	NOV	DEC

PREMIUM BANNER AD ON CACM WEBSITE

MONTHS:

1 Month \$750
3 Months \$1,250
6 Months \$2,250
9 Months \$3,000
12 Months \$3,500

STANDARD BANNER AD ON CACM WEBSITE

MONTHS:

1 Month \$400
3 Months \$750
6 Months \$1,250
9 Months \$1,750
12 Months \$2,000

ONLINE SERVICE DIRECTORY LISTING ENHANCEMENTS

Logo Display \$100
Collateral Link \$100
Promotional Video \$100
Additional Categories \$100 each, list categories
Additional Listings \$100 each,
LIST QUANTITY OF ADDITIONAL LISTINGS AND FILL OUT PAGE 41

E-NEWSLETTER HORIZONTAL BANNER AD \$850 EACH

MONTHS:

JAN	FEB	MAR	APR	MAY	JUN
JUL	AUG	SEP	OCT	NOV	DEC

E-NEWSLETTER LOGO PLACEMENT

Full Year \$1,600
First Quarter \$450
Second Quarter \$450
Third Quarter \$450
Fourth Quarter \$450

SOCIAL MEDIA SPONSOR

1 Month \$300
12 Months \$1,500

CACM HOMEPAGE SLIDER AD

1 Month \$800
12 Months \$5,000

PLEASE FILL IN ALL FIELDS BELOW

CONTACT NAME/TITLE

COMPANY

STREET ADDRESS

CITY

STATE

ZIP

WEBSITE

EMAIL

PHONE

MOBILE PHONE

PAYMENT METHOD Full payment must accompany this form.

Amex Discover Mastercard Visa

PLEASE EMAIL A CREDIT CARD RECEIPT TO

CARD NUMBER

CVV

EXPIRATION DATE

BILLING ZIP CODE

CARDHOLDER NAME (PRINT CLEARLY)

AUTHORIZED SIGNATURE

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 of 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

DATE

PRINT NAME

TITLE

Email your completed contract to
marketing@cacm.org



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