



# 2024 CACM PUBLICATIONS

Place your brand front and center in the most read publications of the California Community Management Industry. The Law Journal and Vision Magazine consistently rank in the top five communications tools from CACM.



Vision Magazine rated as valuable or highly valuable member benefit

**70%**  
members\*

Law Journal rated as valuable or highly valuable member benefit

**80%**  
members\*

*\*2023 Manager Member Survey*



## VISION MAGAZINE

	2021	2022	2023
Average Impressions	6,061	11,865	4,739
Average Reads	861	882	787
Average Downloads	37	26	101



## LAW JOURNAL

	2021	2022	2023
Average Impressions	3,399	7,492	6,302
Average Reads	749	751	951
Average Downloads	92	8	77



## RESOURCE GUIDE

	2021	2022	2023
Impressions	8,148	7,292	3,391
Reads	4,925	3,102	1,000
Click Throughs	554	348	102
Downloads	224	53	194



# VISION MAGAZINE'S NEW LOCAL SHOWCASE

TARGETED MARKETING AT  
AN AFFORDABLE PRICE

Market your business and services to management companies and community managers in the areas you serve with CACM. Vision Magazine offers statewide coverage and is distributed to more than 4,000 members across the state.

But now you can target specific regions with Vision Magazine's new Local Showcase advertising. This special advertising section highlights service providers in a region through advertisements that will be included in the digital quarterly issue sent to community management professionals in California. In addition, Local Showcase advertising is offered at a 30 percent discount over regular ad rates, making this option an affordable way for local businesses to reach new customers.

While CACM is a state-wide organization and articles offer value to members in any region across the state, the Local Showcase provides area-specific resources to managers and management companies. This section will also feature any local events happening in the area.

#### REGIONAL SHOWCASE AD RATES

	(1x)	(2x)	(4x)
Quarter Page Only	\$400	\$380	\$350

# 2024 CACM VISION MAGAZINE ADVERTISING CONTRACT



## VISION ADVERTISING DEADLINES

Spring	February 16, 2024
Summer	May 10, 2024
Fall	August 16, 2024
Winter	October 25, 2024

## ISSUE SELECTION

Spring      Summer      Fall      Winter

## AD SIZES

Full Page/Back Cover (7.5" w x 10" h)  
Two-Thirds Page (4.75" w x 10" h)  
Half Page (7.5" w x 4.75" h)  
Quarter Page (3.5" w x 4.75" h)

Use Same Ad As Last Year  
Submitting New Ad

## AD RATES (PRICE PER ISSUE)

AD SIZE	1X	2X-3X	4X
Back Cover	\$1,730	\$1,600	\$1,470
Full Page	\$1,225	\$1,150	\$1,075
2/3 Page	\$1,075	\$1,000	\$925
1/2 Page	\$860	\$800	\$740
1/4 Page	\$590	\$550	\$510

## REGIONAL SHOWCASE AD (PRICE PER ISSUE)

1/4 Page	\$400	\$380	\$350
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**NON-MEMBERS: ADD 30% TO AD RATES.**

## DIGITAL GUIDELINES

All artwork must meet the following requirements:

- Press Quality PDF or TIFF format
- Images must be minimum 300 dpi
- Ads must be CMYK

If artwork does not conform to these specifications, a pre-press charge of \$100 may be incurred.

## PLEASE FILL IN ALL FIELDS BELOW

CONTACT NAME/TITLE

COMPANY

STREET ADDRESS

CITY

STATE

ZIP

EMAIL

PHONE

## PAYMENT METHOD

TOTAL DUE \_\_\_\_\_

PAYMENT IN FULL

PAYMENT FOR FIRST ISSUE, BILL ME FOR FOLLOWING ISSUES.

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

## SUBMISSION OF MATERIALS

Please include member name with submission and reference the publication for insertion identification. Publisher reserves the right to reject improper or incorrectly prepared materials. Email materials to [marketing@cacm.org](mailto:marketing@cacm.org) (10MB or smaller, zipped, self-extracting).

## PAYMENT POLICIES AND TERMS

Payment for all advertising must be received by CACM 60 days prior to publication. Failure on the part of advertising agencies to pay for space ordered does not release the client company from obligation to pay all costs contracted on their behalf.

## RESERVED RIGHTS

Acceptance and publication of an ad 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 advertising content. 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 advertising space.

Email your completed contract to  
[marketing@cacm.org](mailto:marketing@cacm.org)



California Association of Community Managers, Inc.

23461 South Pointe Dr. | Ste. 200 | Laguna Hills, CA 92653

949.916.2226 | [cacm.org](http://cacm.org)



# 2024 CACM LAW JOURNAL ADVERTISING CONTRACT



## LAW JOURNAL ADVERTISING DEADLINES

Spring	January 12, 2024
Summer	April 12, 2024
Fall	July 19, 2024
Winter	September 20, 2024

## ISSUE SELECTION

Spring      Summer      Fall      Winter

## AD SIZES

Full Page/Back Cover (7.5" w x 10" h)  
Two-Thirds Page (4.75" w x 10" h)  
Half Page (7.5" w x 4.75" h)  
Quarter Page (3.5" w x 4.75" h)

Use Same Ad As Last Year  
Submitting New Ad

## AD RATES (PRICE PER ISSUE)

AD SIZE	1X	2X-3X	4X
Back Cover	\$1,730	\$1,600	\$1,470
Full Page	\$1,225	\$1,150	\$1,075
2/3 Page	\$1,075	\$1,000	\$925
1/2 Page	\$860	\$800	\$740
1/4 Page	\$590	\$550	\$510

**NON-MEMBERS: ADD 30% TO AD RATES.**

## DIGITAL GUIDELINES

All artwork must meet the following requirements:

- Images must be no less than 300 dpi
- Supported file types: .pdf, .jpg, .png
- Must provide a target URL

If artwork does not conform to these specifications, a charge of \$100 may be incurred.

## PLEASE FILL IN ALL FIELDS BELOW

CONTACT NAME/TITLE

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STREET ADDRESS

CITY

STATE

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# 2024 LAW JOURNAL LEGAL DIRECTORY LISTING CONTRACT



## 2024 LAW JOURNAL LEGAL DIRECTORY LISTING CONTRACT

CACM's **LAW JOURNAL** is a quarterly digital newsletter designed to provide managers with easy-to-understand interpretations of legal matters. Starting with the Fall 2024 issue, the Legal Directory is included in each issue of the newsletter, which is distributed electronically quarterly to over 2,000 community management professionals. Plus, each issue is added to CACM's Members Only online section for managers to access electronically, giving your listing an added shelf life!

**DEADLINE FOR 2024 DIRECTORY: JUNE 28, 2024**

### LISTING FEES (CHECK ONE)

Member \$950

Non-Member \$1,600

### AVAILABLE CATEGORIES (CHECK ONE)

ADA Compliance

Arbitrators & Mediators

Assessment Collection Services

Attorney

Construction Defect Analysis

Election Administration

Expert Witness

Parliamentarians

Reserve Study Firms

Vendor Compliance

### RESERVED RIGHTS

Acceptance and publication of listing content 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 listing. 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 listing.

### PLEASE FILL IN ALL FIELDS BELOW

CONTACT NAME/TITLE

COMPANY

STREET ADDRESS

CITY

STATE

ZIP

EMAIL (Required)

PHONE

### LEGAL DIRECTORY LISTING INFORMATION

Print or type. Max. 55 characters per line. No substitutions.

Same Listing As Last Year

FIRM NAME

AREA OF SPECIALTY (e.g., Community Association Law, Construction Defect Litigation, General Counsel, etc.)

PRINCIPAL OR PARTNER NAME(S) (if desired)

TAGLINE OR OFFICE LOCATIONS (Either one or the other. If multiple locations, only cities may be listed.)

OFFICE ADDRESS (Primary location only)

CITY

STATE

ZIP

PHONE

FAX

EMAIL

WEBSITE

### PAYMENT METHOD

TOTAL DUE \_\_\_\_\_

PAYMENT IN FULL

PAYMENT FOR FIRST ISSUE, BILL ME FOR FOLLOWING ISSUES.

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 and listing submission. Membership must be maintained throughout the duration of the contract. There is no cancellation or refund.

Email your completed contract to  
[marketing@cacm.org](mailto:marketing@cacm.org)



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