



2024 RESOURCE GUIDE

DIGITAL ISSUE & ONLINE DIRECTORY BUNDLES

Branding your company with CACM solidifies your place in the community management industry. These manager “go-to” directories make finding great service providers a snap! A must for all businesses that service this industry.

RESOURCE GUIDE COVER BUNDLE

INCLUDES DIGITAL & ONLINE

BUNDLE PRICE:
\$3,045
SAVE \$500 OFF À LA CARTE PRICING

RESOURCE GUIDE DIRECTORY (DIGITAL) PREMIUM COVER PLACEMENT

- Choice of Placement: Inside Front Cover, Inside Back Cover, Outside Back Cover (first come, first served)
- Logo Listing included in Primary Category

CACM ONLINE DIRECTORY PREMIUM LISTING + ENHANCEMENTS

- Logo
- Company Bio
- Digital Display Ad (PDF)
- Social Media Links

HOA BOARDSITE ONLINE DIRECTORY PREMIUM LISTING + ENHANCEMENTS

- Logo
- Company Bio
- Digital Display Ad (PDF)
- Social Media Links



DIGITAL AD, LOGO LISTING, AND PREMIUM ONLINE LISTING EXAMPLE



RESOURCE GUIDE BUNDLE

INCLUDES DIGITAL & ONLINE

BUNDLE PRICE: \$2,745
SAVE \$300 OFF À LA CARTE PRICING

RESOURCE GUIDE (DIGITAL) PREMIUM PLACEMENT: FRONT OR BACK

- Choice of Ad Placement before the following sections: About CACM, Management Businesses, Managers, Industry Partner and Index (first come, first served)
- Logo Listing included in Primary Category

CACM ONLINE DIRECTORY PREMIUM LISTING + ENHANCEMENTS

- Logo
- Company Bio
- Digital Display Ad (PDF)
- Social Media Links

HOA BOARDSITE ONLINE DIRECTORY PREMIUM LISTING + ENHANCEMENTS

- Logo
- Company Bio
- Digital Display Ad (PDF)
- Social Media Links

DIGITAL AD, LOGO LISTING, AND PREMIUM ONLINE LISTING EXAMPLE



FULL PAGE BUNDLE

INCLUDES DIGITAL & ONLINE

BUNDLE PRICE: \$1,650
SAVE \$250 OFF À LA CARTE PRICING

RESOURCE GUIDE (DIGITAL)

- Full page color advertisement in Primary Category
- Logo Listing in Primary Category

RESOURCE GUIDE ONLINE DIRECTORY PREMIUM LISTING + ENHANCEMENTS:

- Logo
- Digital Display Ad (PDF)

HOA BOARDSITE ONLINE DIRECTORY PREMIUM LISTING + ENHANCEMENTS:

- Logo
- Digital Display Ad (PDF)

DIGITAL AD, LOGO LISTING, AND PREMIUM ONLINE LISTING EXAMPLE



HALF PAGE BUNDLE

INCLUDES DIGITAL & ONLINE

BUNDLE PRICE: \$1,400
SAVE \$150 OFF À LA CARTE PRICING

RESOURCE GUIDE (DIGITAL)

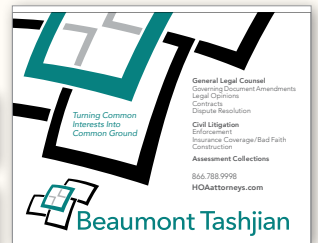
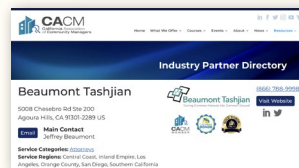
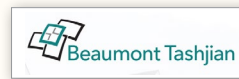
- Half page color advertisement in Primary Category
- Logo Listing in Primary Category

RESOURCE GUIDE ONLINE DIRECTORY PREMIUM LISTING + ENHANCEMENTS:

- Logo
- Digital Display Ad (PDF)

HOA BOARDSITE ONLINE DIRECTORY PREMIUM LISTING + ENHANCEMENTS:

- Logo
- Digital Display Ad (PDF)



DIGITAL AD, LOGO LISTING, AND PREMIUM ONLINE LISTING EXAMPLE



2024 RESOURCE GUIDE

CATEGORY LINE LISTING SELECTION

CACM Industry Partner members receive one FREE line listing in our annual Resource Guide as part of their member benefit package. Promote additional service lines, offices and contacts by purchasing extra line listings for a nominal fee. Categories available for purchase include:

<p>A</p> <hr/> <ul style="list-style-type: none"> 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 	<p>G</p> <hr/> <ul style="list-style-type: none"> Garage Doors General Contractors Geotechnical Consulting & Investigation Graffiti Removal Green Products & Services <p>H</p> <hr/> <ul style="list-style-type: none"> Hazardous Materials Management <p>I</p> <hr/> <ul style="list-style-type: none"> Insurance Agency Insurance Valuations Interior Design Products & Services Internet Services Investment Counselors 	<p>R</p> <hr/> <ul style="list-style-type: none"> 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
<p>B</p> <hr/> <ul style="list-style-type: none"> Backflow Services Billing Documents & Services Builders & Developers 	<p>J</p> <hr/> <ul style="list-style-type: none"> Janitorial Services <p>L</p> <hr/> <ul style="list-style-type: none"> Lake & Stream Management Landscape Consulting Landscape Design Services Landscape Maintenance Landscape Materials & Supplies Laundry Facility Services Leak Prevention & Detection Lighting Services Locksmith Services 	<p>S</p> <hr/> <ul style="list-style-type: none"> 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
<p>C</p> <hr/> <ul style="list-style-type: none"> 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 	<p>M</p> <hr/> <ul style="list-style-type: none"> Mailbox Installation Maintenance & Repairs Maintenance Manuals & Consulting Management Services Management Software Solutions Mold Specialists 	<p>T</p> <hr/> <ul style="list-style-type: none"> Technology Services Tennis Court Maintenance & Repair Termite Control Services Towing Services Trade Associations Tree Services
<p>D</p> <hr/> <ul style="list-style-type: none"> Decking Products & Services Drone Inspections 	<p>P</p> <hr/> <ul style="list-style-type: none"> 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 	<p>U</p> <hr/> <ul style="list-style-type: none"> Utility Auditors
<p>E</p> <hr/> <ul style="list-style-type: none"> Election Administration Electrical Contractors Elevator Products & Services Employment Services & Consulting Energy Management Energy Providers Engineering Services/Consultants Environmental Products & Services Escrow Documents Expert Witness 	<p>V</p> <hr/> <ul style="list-style-type: none"> Vendor Compliance 	<p>W</p> <hr/> <ul style="list-style-type: none"> Waste Management & Services Waste Removal Services Water Management & Services Water Feature Maintenance Water Truck Service Waterproofing Weatherproofing Web Design Window Cleaning Services Window Replacement
<p>F</p> <hr/> <ul style="list-style-type: none"> Fencing, Gates & Doors Financial Management Financial Services Fire Safety Fitness Equipment & Services Flooring Foreclosures 		

Note: If you do not see your category, please submit your desired category for review.

2024 RESOURCE GUIDE

FREE & ADDITIONAL LISTING INFORMATION SHEET

Please complete FREE information.
For Additional Line Listings fill out for each additional category, office location or individual contact listing. Use extra sheets if necessary.

FREE LINE LISTING INFORMATION (REQUIRED)

FREE LISTING INFO

Contact Name _____
Company _____
Address _____
City/State/Zip _____
Phone _____
Email _____ Website _____
Primary Service Category _____

ADDITIONAL LINE LISTING INFORMATION (OPTIONAL)

Add'l Listing # _____ (Check one please) Additional Category Additional Office Location Additional Contact Person

Contact Name _____
Company _____
Address _____
City/State/Zip _____
Phone _____
Email _____ Website _____
Additional Service Category _____

Add'l Listing # _____ (Check one please) Additional Category Additional Office Location Additional Contact Person

Contact Name _____
Company _____
Address _____
City/State/Zip _____
Phone _____
Email _____ Website _____
Additional Service Category _____

Add'l Listing # _____ (Check one please) Additional Category Additional Office Location Additional Contact Person

Contact Name _____
Company _____
Address _____
City/State/Zip _____
Phone _____
Email _____ Website _____
Additional Service Category _____

Add'l Listing # _____ (Check one please) Additional Category Additional Office Location Additional Contact Person

Contact Name _____
Company _____
Address _____
City/State/Zip _____
Phone _____
Email _____ Website _____
Additional Service Category _____

TOTAL ADDITIONAL LINE LISTINGS DESIRED (@ \$99 each) _____

NOTE: THIS MUST BE SUBMITTED WITH THE SIGNED CONTRACT AND PAYMENT IN FULL TO BE ACCEPTED.

2024 RESOURCE GUIDE

DISPLAY ADVERTISING SPECIFICATIONS

2024 Resource Guide Deadline: December 29, 2023 - Distribution: 3,500+, Statewide

JUST WANT A FREE COMPANY LISTING?

In order to make changes to your company information, please submit your changes to membership@cacm.org. Changes and updates must be completed by 03/29/2024 to be included in the Resource Guide.

WANT EVEN GREATER VISIBILITY?

Then choose from the following options:

1. PURCHASE DISPLAY AD.

If you want to purchase a full-color display ad, determine the size and mark it on the contract. For maximum visibility, consider a premium location such as the back cover.

2. ADD A COLOR LOGO TO YOUR LISTING.

For brand recognition, add your color logo above your free line or additional listings.

3. PROMOTE ADDITIONAL SERVICE CATEGORIES, OFFICE LOCATIONS OR CONTACTS.

Select from available categories and complete the attached Additional Line Listing Sheet. If you don't see your needed category, please call and we may be able to add it. Remember, the information on the FREE LISTING INFO is already included at no charge. Indicate the number of the listing (e.g., 1, 2, 3, etc.) and total the billable listings at the bottom of the page where noted. Use an extra sheet if necessary. Then, total that information on the contract. **THE ADDITIONAL LINE LISTING SHEET MUST BE ACCOMPANIED BY A COMPLETED CONTRACT TO BE ACCEPTED.**

Complete the contract in full and submit to marketing@cacm.org

Remember to include totals, signature and credit card information and email to marketing@cacm.org.

QUESTIONS?

Please call 949.916.2226 or email marketing@cacm.org.

ADVERTISING SPECIFICATIONS

SUBMISSION OF MATERIALS

Please include member name in file and reference the publication for insertion identification. Label all materials with client name and phone number, along with agency name, contact and phone number, if applicable. Publisher reserves the right to reject improper or incorrectly prepared materials.

MATERIALS MAY BE SUBMITTED VIA:

- Email to marketing@cacm.org (10MB or smaller, compressed,)
- Use a file sending service such as www.hightail.com

DIGITAL ART GUIDELINES

ALL artwork must meet the following requirements: 1. Print Quality PDF or TIFF format

A. PDF submissions (preferred):

- All high resolution images and fonts MUST be embedded.
- Use Postscript fonts. No True Type fonts allowed.

B. TIFF submissions:

- 300 dpi minimum.

2. CACM is not responsible for errors that would have been avoided if an accurate proof had been provided or for incorrectly created artwork.

AD POSITION

With the exception of premium placement locations, placement or location of Resource Guide ads is not guaranteed. CACM, at its sole discretion, will determine where ads are placed within the publication.

USE THE CACM MEMBER LOGO!

Download a copy in the Members Only section. Log in at www.cacm.org.

TERMS AND CONDITIONS

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

PAYMENT POLICIES AND TERMS

Payment for all advertising must be received by CACM 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.

BEST VALUE: Choose full page advertising for greater visibility and optimum results!
Display ads are placed on same or facing page of listing whenever possible.
Logo with listing is placed directly above company listing.

2024 RESOURCE GUIDE ADVERTISING CONTRACT

DISPLAY ADVERTISING RESOURCE GUIDE BUNDLE PRICING

Cover Bundle - 7.5" w x 10" h	\$3,045
Ad Bundle - 7.5" w x 10" h	\$2,745
Full Page Bundle - 7.5" w x 10" h	\$1,650
Half Page Bundle - 7.5" w x 4.75" h	\$1,400

A LA CARTE - PREMIUM PLACEMENT FULL COLOR + BLEED

Outside Back Cover - 7.5" w x 10" h	\$2,295
Inside Front Cover - 7.5" w x 10" h	\$2,295
Inside Back Cover - 7.5" w x 10" h	\$2,295

A LA CARTE - FULL COLOR ADS

Industry Partners, front - 7.5" w x 10" h	\$1,995
Industry Partners, back - 7.5" w x 10" h	\$1,995
Index, front - 7.5" w x 10" h	\$1,995
Index, back - 7.5" w x 10" h	\$1,995
Mgmt. Companies, front - 7.5" w x 10" h	\$1,595
Mgmt. Companies, back - 7.5" w x 10" h	\$1,595

A LA CARTE: INDUSTRY PARTNER SECTION

Full Page, Full Color - 7.5" w x 10" h	\$1,250
Half Page, Full Color - 7.5" w x 4.75" h	\$900
Quarter Page, Full Color - 3.5" w x 4.75" h	\$550
Logo with primary and/or add'l listings (Minimum .375" H, 300 dpi, JPG, PNG or PDF)	\$250
Additional Listings (each)	\$99

I WILL SUPPLY A NEW AD

I WILL SUPPLY A NEW LOGO

USE THE SAME AD AS LAST YEAR*

USE THE SAME LOGO AS LAST YEAR

*Note: Ad size has changed for 2024

SERVICE CATEGORY FOR AD PLACEMENT

SERVICE CATEGORY FOR AD PLACEMENT

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

AD POSITION

With the exception of premium placement locations, placement or location of Resource Guide ads is not guaranteed. CACM, at its sole discretion, will determine where ads are placed within the publication.

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

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 (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

California Association of Community Managers, Inc.

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

949.916.2226 | cacm.org