

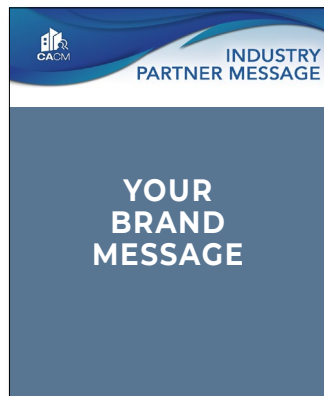


# DIGITAL MARKETING OPPORTUNITIES

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

**\$1,000 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

2024	OPEN RATE	38%	2023	OPEN RATE	39%
	CLICK THRU RATE	11%		CLICK THRU RATE	9%

## 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

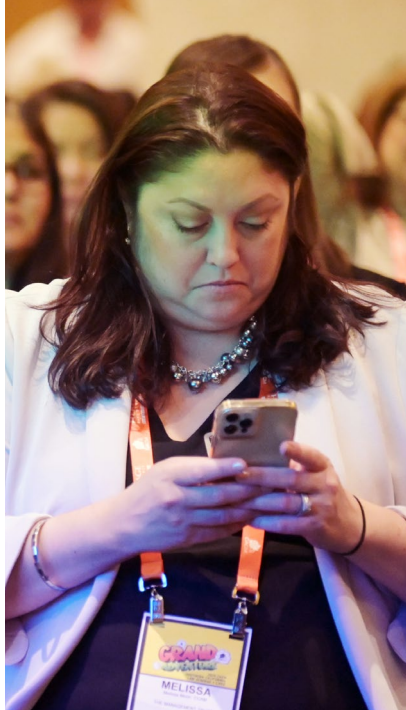
1080 pixels wide by 1080 pixels high, 72 dpi

### REEL

1080 pixels wide by 1920 pixels high

1 Month.....\$300

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



FOLLOWERS ACROSS ALL CHANNELS

9,690\*

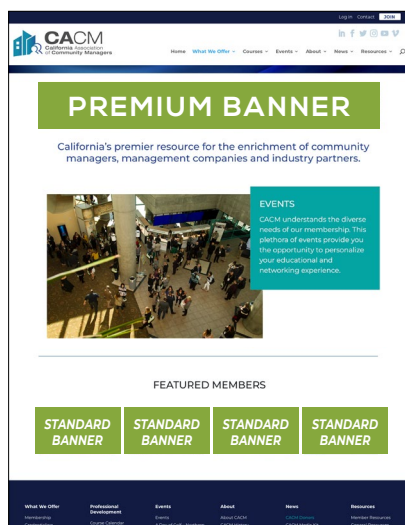
in 5,164

f 2,165

ig 1,394

X 967

\*As of Sept. 26, 2024



## 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

## 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

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](http://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.



## 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.....\$750

12 Months.....\$4,000 (artwork must change monthly)

### CACM.ORG ENGAGEMENT STATS

Total Page Views	2023	219,630
	JAN-SEP 2024	190,995

Total Home Page Views	2023	35,766
	JAN-SEP 2024	33,145

## MYCOMMUNITY™ E-NEWSLETTER

### 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 OR VIDEO PLACEMENT

#### LOGO

144 pixels wide x 144 pixels high, 72 dpi

#### VIDEO

Please provide YouTube or Vimeo link or link to reel on Instagram.

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 8, 2024

**FIRST QUARTER - \$450**  
Deadline: November 8, 2024

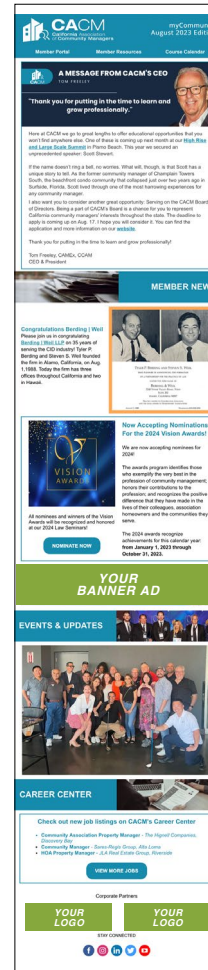
**SECOND QUARTER - \$450**  
Deadline: February 14, 2025

**THIRD QUARTER - \$450**  
Deadline: May 16, 2025

**FOURTH QUARTER - \$450**  
Deadline: August 8, 2025

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.



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.

### 2024 MYCOMMUNITY™ EMAIL ENGAGEMENT STATS

OPEN RATE **35%** | CLICK RATE **10%**

# 2025 CACM DIGITAL MARKETING OPPORTUNITIES CONTRACT

## DIGITAL MARKETING OPPORTUNITIES

### DIRECT EMAIL MARKETING \$1,000 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

### 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 \$750  
12 Months \$4,000

### 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 27

## 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](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)

## 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.

### A

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Access Controls  
Accountants  
Air Conditioning & Heating Services  
Animal Control Services  
Architects  
Asphalt Manufacturer  
Asphalt Repair & Paving  
Assessment Collection Services  
Attorneys  
Awnings

### B

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Billing Documents & Services  
Biohazard Remediation

### C

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Cable Communication Services  
Charity Partner  
Chimney Repairs & Services  
Community Association Consulting  
Computer Products & Services  
Concrete Products & Services  
Construction Defect Analysis

### D

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Decking Products & Services  
Dry Rot Repair & Replacement

### E

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Election Administration  
Electrical Contractors  
Elevator Products & Services  
Employment Services & Consulting  
Energy Solutions Provider  
Engineering Services/Consultants  
Environmental Consultants  
Environmental Products & Services

### F

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

### G

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Garage Doors  
General Contractors  
Graffiti Removal  
Green Products & Services

### H

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Hazardous Materials Management

### I

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Inspections & Reports  
Insurance Agency  
Insurance Valuations  
Internet Services  
Investment Counselors

### J

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Janitorial Services

### L

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Lake & Stream Management  
Landscape Consulting  
Landscape Design Services  
Landscape Maintenance  
Landscape Materials & Supplies  
Leak Prevention & Detection  
Lighting Services

### M

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

### P

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

### R

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Rain Gutters  
Recreation Facility Services  
Repipe Services  
Reserve Study Firms  
Restoration Services – Emergency  
Restoration Services – Structural  
Restroom Restoration  
Risk Management  
Roof & Water Consultant  
Roofing Contractors  
Roofing Products & Services

### S

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Security Services & Systems  
Seismic Retrofitting  
Sewer/Septic Cleaning  
Shade Covers  
Siding Products & Services  
Signs  
Slurry Seal, Sealcoat & Striping  
Solar Products & Services  
Stormwater Service & Maintenance  
Street Sweeping Services

### T

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Termite Control Services  
Towing Services  
Tree Services

### U

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Utility Auditors

### V

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Vendor Compliance

### W

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

# 2025 CACM 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](mailto:marketing@cacm.org)



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