



ROCKY MOUNTAIN CHAPTER

community
ASSOCIATIONS INSTITUTE

2019

Advertising Guide



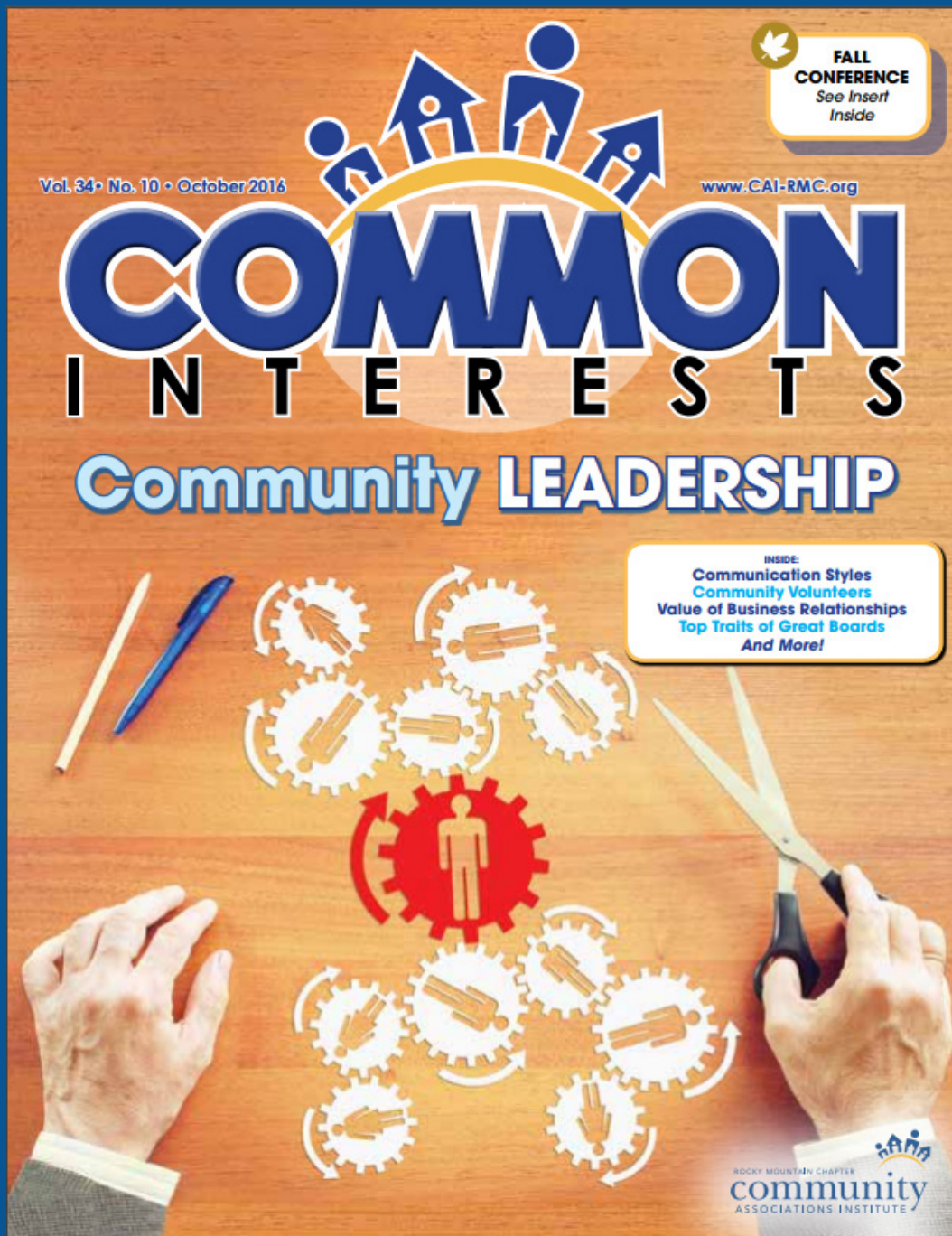
www.CAI-RMC.org

MAGAZINE

CAI's Educational mission includes a publication! *Common Interests* magazine is the premier magazine in the state that reaches community association leaders, professional managers, management companies and service providers.

Recognized nationally for its focused editorial content on industry trends, operational issues, technology, legislation and chapter programs, *Common Interests* is a "must read" for community association volunteer leaders, community managers and business partners.

Our magazine is published six times per year, adding value to the publication. A copy is sent to each active member of our Chapter and additional copies are handed out at all our events, as well as mailed to prospective members—making our circulation to over 1,200 community association individuals!



Common Interests Magazine Display Advertising

Options Available

In addition to the full-page ad size (8.75" x 11.25"), the following partial ad sizes are available:

Quarter Page 3.75" x 4.75" (270 pixels x 342 pixels)	Half Page Vertical 3.75" x 9.88" (270 pixels x 711 pixels)	Third Page Vertical 3.75" x 6.25" (270 pixels x 450 pixels)
Half Page Horizontal 7.5" x 4.75" (540 pixels x 342 pixels)		Third Page Horizontal 7.5" x 3.25" (540 pixels x 234 pixels)

Copy due the 15th of the month, one month in advance.

*(Example: April print is due March 15th) *You are responsible for sending in your ads. If you forget to send on time, we will publish without it and you will not be refunded. Very important to get your ads in before they're due!*

All ads are in color. Full bleed, full page ads need to have 1/8" bleed on all sides of trim size (8.50" x 11"). There are no bleed sizes for partial ads. Any ad files not to specification will be returned to the advertiser for correction.

Please make sure all ad files are sent in one of the following formats: TIFF, EPS, JPEG, BMP, or PDF. Ads should be 300 dpi or higher. All color ads need to be in CMYK format. Ads sent as EPS or PDF should have fonts embedded or converted to outlines. Fonts in Photoshop TIFF files should be rasterized.

Display Ad Specifications

Ad Type

Full Page Interior Color
Full Inside Front Color
Full Inside Back Color
Half Page Color
Third Page Color
Quarter Page Color
Service Directory Listing

Ad Size

8.75" x 11.25" (Includes Bleed)
8.75" x 11.25" (Includes Bleed)
8.75" x 11.25" (Includes Bleed)
7.5" x 4.75" or 3.75" x 9.88"
3.75" x 6.25" or 7.5" x 3.25"
3.75" x 4.75"
3.75" x 2.00" Business Card Ad



Display Ad Rates

Ad Type	5-6 Issues	3-4 Issues	1-2 Issues
Full Inside Front Cover	\$750 each	\$850 each	\$950 each
Full Inside Back Cover	\$725 each	\$825 each	\$925 each
Full Interior	\$700 each	\$800 each	\$900 each
Half Page	\$400 each	\$500 each	\$600 each
Third Page	\$250 each	\$350 each	\$450 each
Quarter Page	\$200 each	\$300 each	\$400 each

Common Interests Service Directory

The last few pages of each issue are dedicated to a monthly service directory. Include your Business Card ad amongst other industry providers to keep your firm's identity in front of hundreds of HOA leaders and decision makers each issue. Total for year is \$600.

* Color copy is preferred. This is NOT the annual membership directory.

Service Directory Ads are 3.50" x 2.00" (252 pixels x 144 pixels), Color, 10 per page, sorted by category and then alphabetically by business name.

This is an inexpensive way to give people access to your business card and something that manager members refer to often!

"My service directory ad reaches more than 1,000 industry decision makers every month for 9¢ per impression."

Service Directory

ASPHALT

COATINGS, INC.
ASPHALT AND TENNIS COURT MAINTENANCE

5903 LAMAR STREET, ARVADA, CO 80003
P: 303-423-4303 • F: 303-423-4324
www.coatingsinc.net

Proudly Serving Colorado Since 1970
CRACK SEAL | INFRARED REPAIR | SEAL COAT | TENNIS COURTS

ATTORNEYS

Benson | Kerrane | Storz & Nelson
CONSTRUCTION DEFECT ATTORNEYS

Construction Defects
Denied & Underpaid Insurance Claims

720.898.9680
www.constructiondefects.law

HindmanSanchez
Your Community Association Partner

555 Zang Street, Suite 100
Lakewood, CO 80228

Denver 303.432.9999
Colorado Springs 719.634.8333
Loveland 970.377.9998
Free 800.809.5242
www.hindmansanchez.com
E-mail: houlaw@hindmansanchez.com

Strong Allies = Strong Communities

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116 Inverness Dr. E, Suite 270
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Phone (303) 662-8082
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Mark Payne
1600 Lincoln Street, Suite 1550
Denver, Colorado 80204
303.861.1870
Fax 303.861.1872

Focused on Communities

CONCRETE

ATLAS CONCRETE SOLUTIONS
SIDEWALK SHAVERS

SCOTT LAUDENSLAGER
303.324.7165
Scott@AtlasConcreteSolutions.com

www.AtlasConcreteSolutions.com

CONSTRUCTION

Interstate

SERGEI KORNEEV
Regional Account Manager

direct: 303-426-4200
mobile: 720-352-0889
24-hour: 800-422-6433
skorneev@interstaterestoration.com

4220 Carson Street
Suite 101
Denver, CO 80239

Annual Membership Directory

One of the benefits of membership in CAI-RMC is the ability to advertise in the Annual Membership Directory. The directory is mailed to all members early each year and is a year-long resource for managers, homeowners, and other business partners.

Ad Type x Ad Size

Full Page Ad near your listing - 4.5" x 7.5"	\$850
Inside Front Cover (Color) - 4.5" x 7.5"	\$1,450
Section Divider Tab (Color) - 4.5" x 7.5"	\$1,000
Half Page near your listing	\$525
Third Page near your listing	\$425

This page represents information for the printed directory that comes out once a year.

Directory Listing

Included with your annual membership fee is one standard listing in the Annual Directory. This listing must be updated through CAI National at www.caionline.org.

*Do not update your membership listing through the Rocky Mountain Chapter. Verify your information at www.caionline.org.

You may **bold** your membership listing through our Chapter for \$150 in the printed directory.

First directory listing is included with membership - additional directory categories are \$150 each or \$85 each for 5 or more listings.



2019 Common Interests Advertising (Feb, Apr, June, Aug, Oct, Dec)		
Common Interests Advertising (In the Issue)		
Ad Type & Month(s) 2, 4, 6, 8, 10, 12	Price	Total
Service Directory Advertising (Back of Magazine)		
Six Issues - Business Card	Price	Total
Service Directory Advertising x6		

Company Name:
Your Name:
Your Email:
Payment Information:
Payments are to be made by check.
Send checks to:
CAI Rocky Mountain Chapter
11001 W 120th Ave, Suite 400
Broomfield, CO 80021

*Total for Service Directory is \$600.

2019 Annual Directory Advertising		
Annual Directory (Additional categories other than primary)		
Additional Category (Be Specific)	Price	Total
Annual Directory (Bold Listings)		
Bold Print Listing (Which Listing in Bold)	Price	Total
Annual Directory (Ad Type)		
Ad Type / Size & Month(s)	Price	Total
	TOTAL:	

*Annual Directory Additional Categories
This is to be chosen if you want to be listed as anything other than your primary category. For instance, if you are listed as a General Contractor but you'd also like people to know that you do *Welding* and *Fence Repair*, you'd choose *Welding* and *Fence Repair* in order to be listed in those sections. **\$150 each additional category or \$85 each for 5 or more.** *If you're not sure what your primary category is, look at your membership data from the National office.*

*Annual Directory Bold Listings
This is to be chosen if you want to bold your primary listing and/or additional categories (if you've selected such above). **\$150 each bold listing.**

