



CAI-MN ANNUAL PARTNERSHIP

Benefits

	BRONZE	SILVER	GOLD	PLATINUM
	\$1,750/YR	\$3,400/YR	\$6,000/YR	\$9,500/YR
Web Site Listing with Link to your Company on CAI-MN Homepage	Yes	Yes	Yes	Yes
Expanded link on all CAI-MN Web Site Pages	No	No	No	Yes
Listing on CAI-MN Program Brochures & Promotions	Yes	Yes	Yes	Yes
CAI-MN Manager/CAVL Seminar Registrations for Employees or Clients	2	2	4	9
CAI-MN Manager/CAVL Seminar Sponsorship Credit	\$400	\$400	\$800	\$1,600
CAI-MN Manager/CAVL Seminar Moderator and Speaker Introduction			1 program	2 programs
<i>MN Community Living</i> Color Advertising	1 issue, Business Card	All issues, Business Card	All issues, 1/2 page	All issues, Full Page
<i>MN Community Living</i> Listing in Chapter Partner Section of the Magazine	Yes	Yes	Yes	Yes
Tradeshow Registration for Employees or Clients	1	2	2	6
Tradeshow Sponsor/Exhibitor Credit	-	\$400	\$400	\$1,000
Vision Awards Banquet Tickets for Employees or Clients	1	2	2	3
Vision Awards Banquet Sponsorship Credit	\$200	\$200	\$200	\$400
Annual Golf Tournament Registration	1 Reg	1 Reg	2 Reg	1 Foursome
Annual Golf Tournament Sponsorship Credit	0	\$400	\$400	\$1,000
Membership Directory Display Ad	Business Card	1/2 Page	1/2 Page	Full Page

Name _____
 Organization _____
 Address _____
 City _____ State _____ Zip _____
 Phone _____ Fax _____
 Email _____ Web site _____

Partnership Level

- Bronze (\$1,750) Silver (\$3,400)
 Gold (\$6,000) Platinum (\$9,500)

(For office use only)

initials		fin.
date		
CK/CC		
amt. paid		
bal. due		

Payment

Check (payable to CAI-MN) VISA MasterCard
 Cardholder Name _____
 Cardholder Phone _____
 Card Number _____
 Exp. Date _____ 3-Digit Sec. Code (req.) _____
 Signature _____

Material Specifications Required:

To avoid a set-up charge, ads must be submitted as follows:

- Macintosh formats are required.
- Advertisers should supply a high resolution, print-quality pdf. If this is not available, a high resolution (300 dpi minimum) TIFF or JPEG will also be accepted.
- Microsoft Word files are not accepted, unless advertiser is supplying straight copy for our department to design. Word ads are subject to a one time set-up fee of \$75 per hour, with a 1 hour minimum. Film is not accepted.
- Display ads that need to be designed or reworked because of incorrect materials are subject to an hourly charge of \$75, with a 1 hour minimum.
- Please supply all files on CD. If supplying via e-mail, please Stuff or Zip all files.
- Maximum e-mail size 5MB.
- In naming files, please include your organization name and date of publication, i.e. Smith Co. 07-05.pdf.
- Materials storage will be provided for a 3-month period after use. After this period, materials will be discarded unless requested to return. Postage-paid packaging must be provided.

Proof Required:

We strongly recommend that all digital ad submissions be accompanied by a client-approved high-resolution proof for best results. Client-approved proofs in the form of laser proof, inkjet proof or black & white laser proof are also accepted, but the client shall assume all responsibility for the fidelity of ads submitted with these lower-quality proofs or for ads submitted without proofs. Unacceptable Materials: Ads or images blown up from a lower resolution to 300 dpi. Printed images from books, magazines etc.; Photocopies; Low-res (below 300 dpi) images or ads pulled off of the web; Ads placed or set in a Word document, Corel Draw, Pagemaker, Publisher, Power Point, MS Excel or MS Paint files; Web Banner

Web Banner Advertisement Specifications:

- Dimensions: 120(w) x 100(h) pixels
- JPEG or GIF format only
- No animated GIFs
- Banner ad will be linked to your Web site
- One advertisement only

CAI-MN Chapter Partnership Terms & Conditions:

- First three months prepayment required on all multi-insertion display advertising contracts.
- All accounts are payable within 30 days.

- Deadline for submission of advertising materials and full payment is as noted on this Rate Card.
- Mechanical Requirements: Please consult Advertising Specifications Rate Card. Ads submitted must adhere to the Advertising Specifications outlined.
- Resizing, typesetting or other production charges will be billed directly to the advertiser for ads not meeting these specifications. Contact CAI-MN for design services and fees.
- With the exception of Premium Placement and Guaranteed Placement advertising contracts, CAI-MN reserves the right to determine advertising placement position.
- Advertising appearing in *Minnesota Community Living* does not constitute a recommendation or endorsement by the Minnesota Chapter of the Community Associations Institute.
- CAI-MN reserves the right to refuse or cancel any advertisement for any reason, at any time. Advertisements are subject to review by the Publications Committee.
- CAI-MN reserves the right to place the word "Advertisement" with copy that in its sole opinion resembles editorial copy.
- Cancellations must be in writing and arrive at the CAI-MN office at least five business days prior to the scheduled closing date.
- CAI-MN reserves the right to cancel contracts for non-payment or when referred for collection.
- All Advertising Insertion Orders are accepted subject to the terms and conditions of the advertising contract.
- This document represents a contract between CAI-MN and the below named advertiser and/or its agency for advertising placed in *Minnesota Community Living*. The advertiser and/or its agency agree to all conditions specified in this contract and in the current advertising rate card. Both the advertiser and agency agree that they may be separately and mutually held responsible for non-payment of monies due CAI-MN.
- Unfilled contracts or accounts over 30 days will be short-rated (no frequency discount) to the earned rate.
- In the event of default, in addition to the finance charges, the advertiser will be responsible for payment of all attorney's fees or collection fees, court costs and other expenses reasonably incurred in connection with collection of the debt.
- In the event of cancellation of this contract whether by CAI-MN or the advertiser, the advertiser will be responsible for all fees due up to the date of cancellation.
- All Event Sponsorships are secured on a first paid first placed basis. Contact CAI-MN for event sponsorship availability.
- CAI-MN staff must receive notification at least 30 days prior to an event in order to redeem credit toward registration or sponsorship for said event. Event registration and sponsorship credit is contingent upon availability.