

# Advertising Rate Sheet 2017

## MEMBERSHIP DIRECTORY AD RATES (CAI Members only)

AD SIZE (Please select Ad type)	Book By Jan 13 <sup>th</sup> and Save!	After Jan 13 <sup>th</sup>
___ Outside Back Cover (5.5" x 8.5"; allow .125" for bleed)	\$750	\$950
___ Front Inside Cover (5.5" x 8.5"; allow .125" for bleed)	\$725	\$825
___ Back Inside Cover (5.5" x 8.5"; allow .125" for bleed)	\$725	\$825
___ Opposite Inside Front Cover	\$725	\$825
___ Opposite Inside Back Cover	\$725	\$825
___ Opposite Table of Contents page	\$650	\$750
___ Full page Ad on Section Divider Page	\$575	\$700
___ Full page (4.5" x 8.0")	\$475	\$600
___ Full page Color Ad	\$325 addl.	\$350 addl.
___ Half Page (4.5" x 3.75")	\$400	\$525
___ Business Card (3.5" x 2")	\$375	\$500
<b>ENHANCEMENTS</b>		
___ Corporate Profile (Company Description)	\$125	\$225
___ To have your Ad placed opposite your listing	\$100	\$100
___ Additional Product Listing (see below)	\$50 each	\$50 each

**BOOK  
BY JAN  
13TH &  
SAVE!!**

### PRODUCT & SERVICES LISTINGS—Please select category (1<sup>st</sup> listing is free)

- |                                                        |                                                            |                                                              |                                             |
|--------------------------------------------------------|------------------------------------------------------------|--------------------------------------------------------------|---------------------------------------------|
| <input type="checkbox"/> Accountants                   | <input type="checkbox"/> Electrical Services               | <input type="checkbox"/> Locksmith                           | <input type="checkbox"/> Software Systems   |
| <input type="checkbox"/> Air Duct Cleaning             | <input type="checkbox"/> Elevators/ Escalators             | <input type="checkbox"/> Management Companies                | <input type="checkbox"/> Telecommunications |
| <input type="checkbox"/> Asphalt/Concrete Preservation | <input type="checkbox"/> Energy Consulting                 | <input type="checkbox"/> Painting                            | <input type="checkbox"/> Tenant Buildout    |
| <input type="checkbox"/> Asphalt/Paving                | <input type="checkbox"/> Engineering/Consulting            | <input type="checkbox"/> Pest Control                        | <input type="checkbox"/> Tennis Courts      |
| <input type="checkbox"/> Association/Board Service     | <input type="checkbox"/> Environmental Services/Consulting | <input type="checkbox"/> Pet Waste Removal                   | <input type="checkbox"/> Tree Care Services |
| <input type="checkbox"/> Attorneys                     | <input type="checkbox"/> Epoxy Lining Pipe                 | <input type="checkbox"/> Playground Equipment                | <input type="checkbox"/> Tuck Pointing      |
| <input type="checkbox"/> Balcony/Deck Restoration      | <input type="checkbox"/> FHA Condo Approvals               | <input type="checkbox"/> Plumbing, HVAC                      | <input type="checkbox"/> Wallpaper Services |
| <input type="checkbox"/> Banking                       | <input type="checkbox"/> Fire Alarms and Sprinklers        | <input type="checkbox"/> Pool Management/Services            | <input type="checkbox"/> Waste Management   |
| <input type="checkbox"/> Carpentry                     | <input type="checkbox"/> Fire/Security/Access/CCTV         | <input type="checkbox"/> Power Washing                       | <input type="checkbox"/> Windows/Doors      |
| <input type="checkbox"/> Caulking & Glazing            | <input type="checkbox"/> General Contracting               | <input type="checkbox"/> Printing/Graphics                   | <input type="checkbox"/> Other _____        |
| <input type="checkbox"/> Collections                   | <input type="checkbox"/> Gutters                           | <input type="checkbox"/> Process Servers                     |                                             |
| <input type="checkbox"/> Concrete/Masonry              | <input type="checkbox"/> Insurance                         | <input type="checkbox"/> Refrigeration/Mechanical Contractor |                                             |
| <input type="checkbox"/> Construction                  | <input type="checkbox"/> Janitorial Services               | <input type="checkbox"/> Renovations                         |                                             |
| <input type="checkbox"/> Debt Collection               | <input type="checkbox"/> Lake/Pond Management              | <input type="checkbox"/> Reserve Studies                     |                                             |
| <input type="checkbox"/> Decks                         | <input type="checkbox"/> Landscaping/Lawn Care             | <input type="checkbox"/> Roofing                             |                                             |
| <input type="checkbox"/> Disaster Restoration          | <input type="checkbox"/> Laundry Equipment/Services        | <input type="checkbox"/> Security/Safety Services            |                                             |
| <input type="checkbox"/> Dryer Vent Cleaning           | <input type="checkbox"/> Lighting                          | <input type="checkbox"/> Siding                              |                                             |

## BEACON AD RATES

AD SIZE (Please select Ad type)	Member Price (per issue)	Non-Member Price (per issue)	Please check:
Full page—8" x 10" black & white	\$500	\$600	<input type="checkbox"/> All Issues ( <b>SAVE 10%</b> )
Half page—horizontal 8" x 5" black & white	\$350	\$450	<input type="checkbox"/> Winter Issue . . . Ad needed by 12/23/16
Half page—vertical 4" x 10" black & white	\$350	\$450	<input type="checkbox"/> Spring Issue . . . Ad needed by 3/13/17
Quarter page—3.5" x 4.5" black & white	\$275	\$375	<input type="checkbox"/> Summer Issue . . Ad needed by 6/2/17
Business card—3.5" x 2" black & white	\$200	\$300	<input type="checkbox"/> Fall Issue . . . . Ad needed by 9/4/17
Full Color Ad	\$200 addl.	\$300 addl.	

**Send this form, corporate profile and payment to:**  
Chesapeake Region Chapter, CAI  
1985 Fairfax Rd, Annapolis MD 21401  
Phone: 410-540-9831 • Fax: 410-540-9827 • Email: contact@caimdches.org

**Send artwork to:**  
CBD<sup>X</sup>, 1323 Shepard Drive, Suite J, Sterling, VA 20164  
Phone: 571-434-1950 • Fax: 571-434-1951 • Email: solutions@cbd-x.com

**SEE REVERSE SIDE FOR APPLICATION** 

# APPLICATION *for 2017 Advertising*



Please fill out this form and mail with your payment.

**AGREEMENT:** I have read this contract, and I agree to the information regarding advertising specifications for CAI Chesapeake Region Chapter Publications.

Contact: \_\_\_\_\_ Company: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

**Ad Reservations are taken on a first-come, first-served basis.**

## MEMBERSHIP DIRECTORY (Place by Jan 13<sup>th</sup> and Save!)

<i>Ad Rates are Listed on Reverse Side</i>	<b>Cost</b>
Directory Ad .....	@ \$ _____
Corporate Profile .....	@ \$ _____
Additional Directory Listings (1st is FREE) .....	@ \$ _____ *
Add Color .....	@ \$ _____
Ad Placed Opposite Your Listing in Directory .....	@ \$ _____
<b>Total Amount Directory Due: \$ _____</b>	

\*1ST LISTING IS FREE—ANY ADDITIONAL ARE \$50 EACH.

## BEACON

<b>Cost Per Ad</b>	<b>Cost</b>
<input type="checkbox"/> All 4 Issues @ \$ _____ per issue (less 10%) .....	= \$ _____
<input type="checkbox"/> Single Issues @ \$ _____ per issue .....	= \$ _____
<input type="checkbox"/> Winter <input type="checkbox"/> Spring <input type="checkbox"/> Summer <input type="checkbox"/> Fall	
<input type="checkbox"/> Add Color x _____ issues	= \$ _____
<input type="checkbox"/> \$200 Member x _____ issues	= \$ _____
<input type="checkbox"/> \$300 Non-Member x _____ issues	= \$ _____
<b>Total Amount of Beacon Due: \$ _____</b>	

**Total Amount Due: \$ \_\_\_\_\_**

Payment in the amount of \$ \_\_\_\_\_ is enclosed for: \_\_\_\_\_

Check Enclosed (Make check payable to the Chesapeake Region Chapter, CAI)  Visa  Mastercard (we do not accept AMEX)

Printed Name (exactly as it appears on card): \_\_\_\_\_ Company Name (if corporate card): \_\_\_\_\_

Card Billing Address (if different than above): \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_ Phone: \_\_\_\_\_

Card Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ / \_\_\_\_\_ Signature (required): \_\_\_\_\_

The above signed agrees to pay the charges according to the card issuer agreement.

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**SEE REVERSE SIDE FOR ADVERTISING RATES**