

CAI New England Digital Marketing & Condo Media Magazine Advertising

Where Board Members, Property Managers, and Business Partners come together.

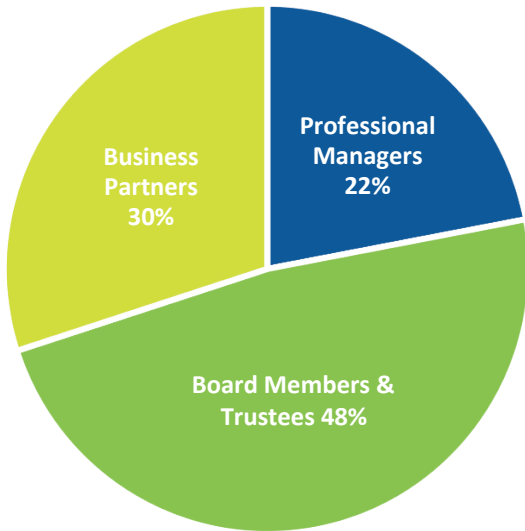
COMPREHENSIVE MARKETING OPPORTUNITIES THAT CREATE RESULTS

CONDO MEDIA REACHES KEY DECISION MAKERS

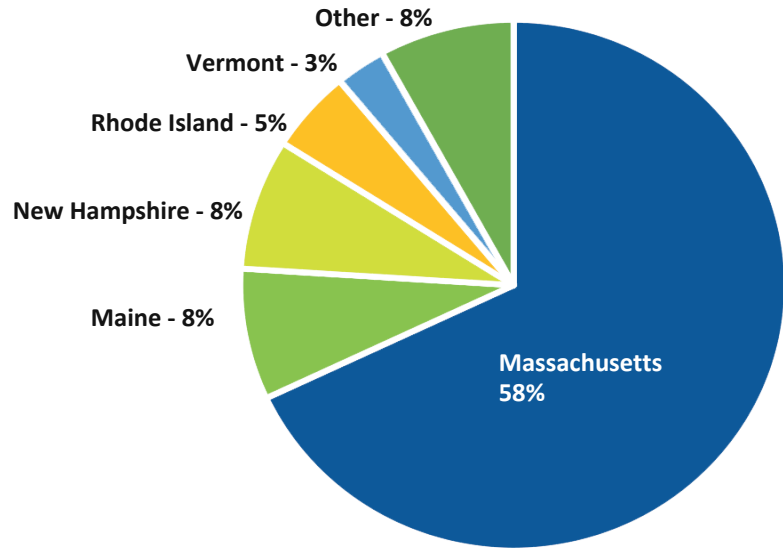
Exposure to the **most targeted audience** in the industry Mailing lists, emails, and subscriptions current and updated monthly Premium four color, **high gloss magazine** mailed monthly Virtual **Online Digital Edition** emailed monthly in its entirety with a click of the mouse:

- Links to advertisers' websites and emails
- Issues archived and searchable by keyword
- Eye catching enhancements available
- Variety of viewing and search options
- Email and printing capabilities

CONDO MEDIA READERSHIP



DIGITAL MARKETING CIRCULATION



Condo Media Advertising



For CAI New England Digital Marketing and Condo Media advertising requests, contact Jacob Nelson:

Phone: (781) 237-9020 x11

Email: jnelson@caine.org

Web: www.caine.org

2025 CONDO MEDIA ADVERTISING RATE CARD

2025 ISSUE DEADLINES & FOCUSES

Issue	Issue Close Date	Ad Materials Due	Focus
January	November 8	November 22	Community Association Volunteer Leadership Insurance/Risk
February	December 12	December 20	Management/Disaster Restoration / <i>Guide to Insurance/ Restoration Services</i>
March	January 16	January 24	Spring & Summer Maintenance / <i>Guide to Spring-Summer Services</i>
April	February 13	February 21	Technology/Carbon Emissions/Energy Savings
May	March 14	March 21	Legal & Legislative Trend & Issues / <i>Guide to Legal Services</i>
June	April 16	April 24	Security / Safety
July	May 15	May 22	Financial Management & Reserves / <i>Guide to Financial-Reserve Services</i>
August	June 12	June 20	Fall & Winter Maintenance / <i>Guide to Fall-Winter Services</i>
September	July 16	July 23	Rules & Enforcement*
October	August 14	August 26	Expo Preview Issue*
November	September 12	September 23	Association Management / <i>Guide to Management Services</i>
December	October 16	October 22	Planning

*Subject to change

PRINTING:

Web Offset. Publication Trim Size: 8.25" X 10.875"

ACCEPTABLE FILE FORMATS:

Ads: high resolution

- Adobe PDF: print-quality CMYK
- TIFF / JPEG Photos and Logos: 300 DPI minimum
- EPS vector file

UNACCEPTABLE FILE FORMATS:

- Native files from: Word, Publisher, PowerPoint, MS Paint, Corel Draw, QuarkXpress, Illustrator, Indesign or PageMaker

No spot, RGB, Lab, Indexed, ICC-based or calibrated color

Resizing, typesetting or other production charges will be billed directly to the advertiser for ads not meeting specifications.

Contact *Condo Media* for design services and fees.



Contact: **Jacob Nelson** at (781) 237-9020 x11
 888 Worcester Street, Suite 20, Wellesley, MA 02482
 Fax: (781) 237-9028 | Email: jnelson@caine.org | Web: www.caine.org

LAYOUT & FILE SPECIFICATIONS

Display Ad Dimensions	Width x Height
Full page (Trim Size) Full	8.25" x 10.875"
Page (Bleed)	8.5" x 11.125"
Full Page (Live Area)	7.75" x 10.375"
Two Page Spread (Trim)	16.5" x 10.875"
Two Page Spread (Bleed)	16.75" x 11.125"
1/2 Page Vertical	4.625" x 6.25"
1/2 Page Horizontal	7" x 4.625"
1/3 Page Horizontal Spread	15.3" x 3"
1/3 Page Square	4.625" x 4.625"
1/6 Page Vertical	2.25" x 4.625"
Classified Listings	Width x Height
5 Line Listing	N/A
1" Display	2.25" x 1"
1-1/2" Display	2.25" x 1.5"
2-1/2" Display	2.25" x 2.5"
Promotional Ad Dimensions	Width x Height
Belly Band	17.68" x 6"
Tip In Card	7.25" x 6"
Left of the Cover (<i>Digital ONLY</i>)	4.25" x 3.25"

2025 CONDO MEDIA ADVERTISING RATE CARD

The Official Magazine of CAI New England



Condo Media Advertising

DISPLAY ADVERTISING RATES*

Ad Size	1-2 Insertions		3-5 Insertions		6-11 Insertions		12 Insertions	
	Member	Non-member	Member	Non-member	Member	Non-member	Member	Non-member
Full Page	\$1,613	\$1,945	\$1,519	\$1,743	\$1,406	\$1,614	\$1,232	\$1,414
1/2 Page Vertical	\$1,260	\$1,446	\$1,154	\$1,313	\$1,083	\$1,242	\$995	\$1,140
1/2 Page Horizontal	\$1,118	\$1,283	\$1,048	\$1,202	\$960	\$1,100	\$905	\$1,037
1/3 Page Square	\$999	\$1,150	\$945	\$1,084	\$887	\$1,018	\$850	\$975
1/6 Page	\$831	\$954	\$774	\$887	\$735	\$843	\$699	\$800

Complimentary 5-line Classified Listing. All display ads are run of book; for preferred placement add 15%.

PREMIUM PLACEMENT RATES*

	1-5 Insertions		6-11 Insertions		12 Insertions	
	Member	Non-member	Member	Non-member	Member	Non-member
Inside Front Cover	\$2,322	\$2,669	\$2,162	\$2,486	\$1,881	\$2,161
Inside Back Cover	\$2,101	\$2,415	\$2,052	\$2,358	\$1,771	\$2,035
Back Cover	\$2,653	\$3,049	\$2,433	\$2,797	\$2,211	\$2,543
Belly Band**	\$3,208	\$3,422	\$3,047	\$3,261	\$2,887	\$3,100
Vendor Spotlight	\$2,946	\$3,384	N/A	N/A	N/A	N/A
Tip in Card**	\$2,137	\$2,458	N/A	N/A	N/A	N/A
Two Page Spread	\$2,463	\$2,839	\$2,249	\$2,624	\$2,035	\$2,356
1/3 Page Horizontal Spread	\$1,875	\$2,142	\$1,714	\$1,982	\$1,607	\$1,875

SERVICE GUIDE RATES*

	Member	Non-member
Profile (per issue)	\$535	\$615
Front of Guide - Full Page	\$1,881	\$2,161
Back of Guide - Full Page	\$1,875	\$2,352
Issue		
February	Insurance - Restoration Services	
March	Spring-Summer Services	
May	Legal Services	
July	Financial-Reserve Services	
August	Fall-Winter Services	
November	Management Services	

CONDO MEDIA DIGITAL ISSUE AD RATES*

Ad Unit	Member Rate	Non-member Rate
Desktop Skyscraper; 157 x 783 pixels	\$535	\$615
Left of Cover; 540 x 480 pixels	\$1,066	\$1,225
Website Link***	\$30	\$30
Email Link***	\$30	\$30
Website & Email Link***	\$45	\$45

CLASSIFIED LISTING RATES*

	1-4 Insertions		5-12 Insertions	
	Member	Non-member	Member	Non-member
2.5" Box Listing	\$438 / month	\$502 / month	\$422 / month	\$485 / month
1.5" Box Listing	\$367 / month	\$422 / month	\$357 / month	\$409 / month
1" Box Listing	\$269 / month	\$308 / month	\$253 / month	\$290 / month
5-Line Listing	\$175 / month	\$199 / month	\$159 / month	\$183 / month

Additional lines for 5-line listing: \$15/line/month.

*Prices are per edition

**Belly Band & Tip in Card is a combination of print and digital, not available in digital only.

***Available on all ad types. Ads must include the website and email address to enable the link, otherwise an additional \$25 charge per insertion will be incurred to manually enable the links.

CONDO MEDIA ADVERTISING OPTIONS FOR ALL SIZE BUDGETS



DISPLAY ADVERTISING:

Includes:

- Complimentary 5-line Classified listing
- Listing in the Advertisers Index
- Digital Issue Enhancements available

SERVICE GUIDES:

Features:

- Several guides per year, each featuring a different Focus: Insurance/Restoration, Spring/Summer, Legal, Financial/Reserves, Fall/Winter, Management
- Used as a resource throughout the year

Includes:

- Extended distribution to associations seeking specific services
- 50-word company profile plus contact information
 - Contact information (up to 9 lines) can include physical address, individual contact name, phone number, fax number, email, website
- Index of Company Services provided to include
 - Professional Designations
 - States Served
 - Client Services
 - And more...
- 5-Line Classified Listing in the same Condo Media issue
- Digital link to email and website (if provided in the contact information above)



CONDO MEDIA VENDOR SPOTLIGHT

Includes:

- Two full pages dedicated to showcasing your business with photos and an article written by a professional writer
- A 5-Line Listing in the Classified section of Condo Media
- Website and Email links in the Digital Online Version, when website and/or email address included in advertisement
- Listing in the Advertisers Index

VENDOR SPOTLIGHT

Belmont Savings Bank

The New Face of the (Condo) Community Bank.

By David Slovick

In today's world, banking is a universal field, dominated by big players. So what can a community bank do to stand out from the pack? In the leadership of Belmont Savings Bank has discovered an answer: one thing is necessary - a commitment to the client.

A BRAND NEW BANK IDEAL
 CMAA A DIVISION OF CREDIT UNION

Founded in 1962 and headquartered in Belmont, Mass., Belmont Savings Bank has a solid community bank identity - regional office, and a reputation for service to its members. In 2014, Belmont Savings Bank launched a new brand identity, rebranding itself as Belmont Savings Bank. This change was a strategic move, reflecting the bank's commitment to its members and its focus on providing a superior banking experience. Belmont Savings Bank is now a member bank of CMAA, a division of Credit Union.

In addition, the bank provides excellent customer service. Belmont Savings Bank is a member bank of CMAA, a division of Credit Union.

FOR LOCAL BANKING MATTER, WHO ARE YOU ADDING TO THE BELMONT SAVINGS BANK?

Belmont Savings Bank is a member bank of CMAA, a division of Credit Union.

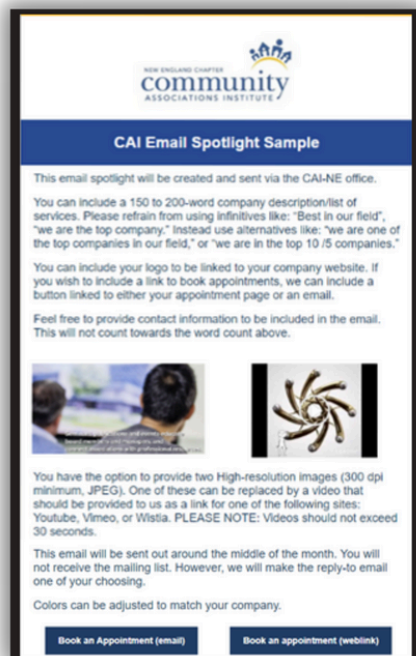
Belmont Savings Bank is a member bank of CMAA, a division of Credit Union.

CLASSIFIED LISTINGS

Includes:

- Complimentary Listing on the Classified Advertisers States Served Page
- Digital Issue Enhancements available

2025 Digital Marketing



EMAIL SPOTLIGHTS

1 per month

Includes:

- 150 to 200-word company description/list of services
- Company Logo with Web link
- Appointment link
 - Direct link to email or webpage to book appointments
- Contact info – linked (optional)
- Up to 2 High Resolution images (300 dpi min., JPEG or TIFF)
 - Can choose to embed video as replacement images.
 - MUST be a YouTube, Vimeo, or Wistia link

CONDO MEDIA

DIGITAL EDITION BANNERS

1 per month

Includes:

- Banner ad at the top of the *Condo Media* Digital Edition
- Sent to all *Condo Media* readers, subscribers and CAI New England Chapter members.
- Ad linked to company site
- Written above the ad will be "This Digital Edition is sponsored by...)"



CAINE.ORG

WEBSITE SPONSOR

3 per quarter (cost per quarter)

Includes:

- Company Logo on Website Sponsor Sliding Billboard Ad on CAI-NE website
- Link to Website Sponsor Page
- Company Logo linked to Sponsor website
 - Contact info – linked to website/email address
- Sponsorships set quarterly
 - January – March
 - April – June
 - July – September
 - October – December



2025 Digital Marketing

Order Form

Company: _____

	MEMBER	NON-MEMBER
EMAIL SPOTLIGHT	<input type="radio"/> \$2,142	<input type="radio"/> \$2,946
CONDO MEDIA DIGITAL EDITION BANNER	<input type="radio"/> \$750	<input type="radio"/> \$1,285
CAINE.ORG WEBSITE SPONSOR	<input type="radio"/> \$964	<input type="radio"/> \$1,607
TOTAL: _____		

Placement	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
SPOTLIGHT	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
BANNER	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
WEBSITE	<input type="radio"/> Q1		<input type="radio"/> Q2			<input type="radio"/> Q3			<input type="radio"/> Q4			

Member Type:

CAI-NE Member
 CAI-NE Chapter Partner _____ Level
 Non-member

Contact Name: _____

Full Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____ Email: _____

Authorized Signature: _____ Date: _____

PAYMENT METHOD: Invoice Me Check Enclosed Visa MC Disc Amex

Name on Card: _____

Card #: _____ Exp: ____ / ____ Sec Code: _____

Payment Signature: _____ Date: _____

I understand this is a binding contract by authorization via mail, fax or electronic format. I understand that all sponsorships are made on a first-come, first-served basis and that only reservations with non-refundable full payment will assure confirmed sponsorship reservations. In event of default, the above company will be responsible for payment of attorney/collection fees and other expenses incurred in collection of the debt. All accounts payable within 30 days except otherwise noted. Balances unpaid after 30 days are subject to a service charge of 1.5% per month. The person signing this agreement on behalf of Sponsor warrants that they are authorized to make agreements and to bind their principals to this agreement.