

CAI San Diego 2012 Marketing Plan Order Form

ADVERTISING OPPORTUNITIES

	PRICE	PRICE EXTENSION
COMMON ASSESSMENT MAGAZINE		
4 CONSECUTIVE INSERTIONS - (ANNUAL CONTRACT)		
1/6 PAGE - B/W ONLY	\$700	
1/3 PAGE - B/W	\$1,400	
1/3 PAGE - COLOR	\$1,600	
1/2 PAGE - B/W	\$1,760	
1/2 PAGE - COLOR	\$2,160	
2/3 PAGE - B/W	\$2,000	
2/3 PAGE - COLOR	\$2,600	
FULL PAGE - B/W	\$2,540	
FULL PAGE - COLOR	\$3,340	
PREMIUM POSITIONS <i>Subject to availability. Call chapter office for details.</i>		
INSIDE FRONT COVER - COLOR ONLY	# OF ISSUES	X \$1,410
INSIDE BACK COVER - COLOR ONLY	# OF ISSUES	X \$1,410
OUTSIDE BACK COVER - COLOR ONLY	# OF ISSUES	X \$1,300
SINGLE INSERTION RATES (1-3 INSERTIONS)		
1/6 PAGE - B/W ONLY	# OF ISSUES	X \$220
1/3 PAGE - B/W	# OF ISSUES	X \$440
1/3 PAGE - COLOR	# OF ISSUES	X \$490
1/2 PAGE - B/W	# OF ISSUES	X \$550
1/2 PAGE - COLOR	# OF ISSUES	X \$650
2/3 PAGE - B/W	# OF ISSUES	X \$600
2/3 PAGE - COLOR	# OF ISSUES	X \$750
FULL PAGE - B/W	# OF ISSUES	X \$660
FULL PAGE - COLOR	# OF ISSUES	X \$860
2012-2013 ANNUAL MEMBERSHIP RESOURCE DIRECTORY		
FULL PAGE COLOR		\$1,025
FULL PAGE B/W		\$825
1/2 PAGE COLOR		\$535
1/2 PAGE B/W		\$435
1/4 PAGE COLOR		\$350
1/4 PAGE B/W		\$300
PREMIUM POSITIONS - COLOR ONLY <i>Subject to availability. Call chapter office for details.</i>		
OUTSIDE BACK COVER		\$1,850
INSIDE BACK COVER		\$1,300
INSIDE FRONT COVER		\$1,300
TAB BACK		\$1,200
TAB FRONT		\$1,100
WEBLINK		
WEBSITE BANNER AD -- STANDARD PLACEMENT		\$450
WEBSITE BANNER AD -- PREMIUM PLACEMENT		\$700
WEBLINK - 12 CONSECUTIVE MONTHS		\$180

Company Name _____

TOTAL FROM PAGE 1

EDUCATION & TRADE SHOWS * Exhibit booth spaces sold through the Marketing Plan are limited and sold on a first-come, first served basis. Purchase of all 6 exhibiting events (Trade Shows, Educational Conference and Annual Awards Luncheon) requires purchase of one other non-exhibiting marketing plan item.

	PRICE	PRICE EXTENSION
MORNING EDUCATIONAL PROGRAM - 8 PER YEAR		
PROGRAM SPONSOR SAN DIEGO (MAR MAY SEPT NOV) # OF PROGRAMS	X \$200	
PROGRAM SPONSOR NORTH COUNTY (MAR MAY SEPT NOV) # OF PROGRAMS	X \$200	
BOARD FUNDAMENTALS COURSE - 2 PER YEAR		
PROGRAM SPONSOR (JUN JUL) # OF PROGRAMS	X \$200	
ANNUAL EDUCATIONAL CONFERENCE - APRIL *		
<i>A full day event featuring a keynote speaker, two breakout sessions, luncheon and standard Trade Show.</i>		
KEYNOTE SPEAKER SPONSOR	\$1,000	
LUNCHEON TRADE SHOW EXHIBITOR WITHOUT ELECTRICITY	\$450	
LUNCHEON TRADE SHOW EXHIBITOR WITH ELECTRICITY	\$450	
BREAKOUT EDUCATIONAL SESSION #1 SPONSOR	\$200	
BREAKOUT EDUCATIONAL SESSION #2 SPONSOR	\$200	
TRADE SHOWS - 4 PER YEAR*		
PLEASE CIRCLE THE SHOWS YOU WISH TO EXHIBIT AT: FEB JUN AUG OCT		
EXHIBITOR BOOTH WITHOUT ELECTRICITY # OF SHOWS	X \$450	
EXHIBITOR BOOTH WITH ELECTRICITY # OF SHOWS	X \$450	
ANNUAL AWARDS LUNCHEON & TRADE SHOW*		
DIAMOND	\$1,000	
EMERALD	\$650	
EXHIBITOR	\$450	
SAPPHIRE	\$250	

SOCIAL EVENT SPONSORSHIP OPPORTUNITIES

BOWLING TOURNAMENT		
STRIKE SPONSOR	\$750	
SPARE SPONSOR (LANE SPONSOR)	\$500	
DRINK BUCKS	\$300	
MONTE CARLO NIGHT		
HIGH ROLLER	\$3,000	
ACE	\$1,000	
DISC JOCKEY SPONSOR	\$1,000	
PHOTOGRAPHY SPONSOR	\$750	
RAFFLE GRAND PRIZE SPONSOR (LIMIT OF 1 SPONSOR)	\$500	
KING	\$500	
COFFEE SPONSOR	\$300	
DECORATIONS SPONSOR	\$200	
FAMILY NIGHT AT THE PADRES GAME		
HOMERUN SPONSOR	\$200	

TOTAL FROM PAGE 2

Company Name _____

	PRICE	PRICE EXTENSION
DAY AT THE RACES		
WIN	\$1,000	
PLACE	\$500	
SHOW	\$250	
GOLF TOURNAMENT		
EAGLE	\$2,000	
BIRDIE	\$1,000	
PAR	\$500	
HOLE IN ONE	\$750	
PUTTING CONTEST	\$500	
DRIVING RANGE	\$500	
LUNCH SPONSOR	\$350	
DRINK BUCKS	\$300	
MULLIGANS	\$200	
DECORATIONS	\$200	
WATER FOR GOLF CARTS (LIMITED TO THE FIRST 4 SPONSORSHIPS RECEIVED)	\$200	
BILLIARDS TOURNAMENT		
GAME BALL SPONSOR	\$750	
HIGH RUN	\$500	
DRINK BUCKS	\$300	

TOTAL FROM PAGE 3

NON-DISCOUNTED RAFFLE PRIZE CASH SPONSOR OPPORTUNITIES

The Chapter will purchase a raffle prize on your behalf, your company will be recognized at the event.

BOWLING TOURNAMENT RAFFLE PRIZE DONATION (\$100 INCREMENTS)	\$	
MONTE CARLO NIGHT RAFFLE PRIZE DONATION (IN \$100 INCREMENTS)	\$	
GOLF TOURNAMENT RAFFLE PRIZE DONATION (IN \$100 INCREMENTS)	\$	
I AM INTERESTED IN PURCHASING AND DONATING A PRIZE FOR THE 2012 BOWLING TOURNAMENT , PLEASE CONTACT ME! CHECK THE BOX.	<input type="checkbox"/>	
I AM INTERESTED IN PURCHASING AND DONATING A PRIZE FOR THE 2012 MONTE CARLO NIGHT , PLEASE CONTACT ME! CHECK THE BOX.	<input type="checkbox"/>	
I AM INTERESTED IN PURCHASING AND DONATING A PRIZE FOR THE 2012 GOLF TOURNAMENT , PLEASE CONTACT ME! CHECK THE BOX.	<input type="checkbox"/>	

NON-DISCOUNTED DONATION OPPORTUNITIES

CLAC (CALIFORNIA LEGISLATIVE ACTION COMMITTEE)	DONATION AMOUNT	\$	
GAC E-NEWSLETTER SPONSORSHIP (\$100/ISSUE, 1-3 ISSUES)	# OF ISSUES	X	\$100
GAC E-NEWSLETTER SPONSORSHIP (ALL FOUR ISSUES FOR \$350)			\$
BAKER-DOLNICK EDUCATION FOUNDATION <i>Provides CAI membership scholarships to homeowners</i>	DONATION AMOUNT	\$	
MANAGER EDUCATIONAL SCHOLARSHIP FUND <i>Provides CAI educational scholarships to manager members</i>	DONATION AMOUNT	\$	

NON-DISCOUNTED TOTAL FROM PAGE 3

Company
Name _____

MARKETING PLAN TOTALS

PURCHASES OF \$8500+ = 15% DISCOUNT, PAYMENT PLAN OPTION
PURCHASES OF \$6000 - \$8499 = 10% DISCOUNT, PAYMENT PLAN OPTION
ALL PURCHASES OF \$1 - \$2999, PAYMENT DUE IN FULL WITH THIS FORM

**Payment Plan - for
\$3000 level and up
1/2 of grand total due
January 3, 2012.
Balance of grand total
due February 1, 2012.**

TOTAL (PAGES 1 THROUGH 3)	
LESS DISCOUNT (IF APPLICABLE)	
SUB TOTAL	
NON-DISCOUNTED TOTAL (PAGE 3) RAFFLE PRIZE/CASH SPONSOR	
GAC E-NEWSLETTER SPONSORSHIP	
SUGGESTED CLAC DONATION	\$15
SUGGESTED BAKER/DOLNICK FOUNDATION	\$10
SUGGESTED MANAGER EDUCATION SCHOLARSHIP FUND	\$10
GRAND TOTAL	

TERMS AND CONDITIONS

- Benefits of sponsorship are subject to change without notice. Please pay from this order form, **a separate billing will not follow.**
- Events may be cancelled without prior notice. Should an event be cancelled, payment for the event shall be fully refunded.
- Some levels of sponsorships are limited to a specific number. All sponsorships are on a first-come, first-serve basis.
- Payment plan is available only to Platinum, Gold and Bronze marketing plan sponsor levels. All others must remit full payment with the order form.
- Plan payments must be received IN FULL by 2-1-12 to receive the discount and company name on signage. Any late payments will void the discount and you will be billed for the difference. Sorry, no exceptions.
- Discounts are not cumulative. This agreement must be received by the chapter office no later than December 31, 2011 in order to be accepted into the Marketing Plan.
- The chapter cannot be held responsible for the content or accuracy of member supplied advertisements. Advertiser supplied artwork cannot be altered by the Chapter including advertisements that are requested to be "Picked-Up" from a previous publication.

COMPANY INFORMATION

COMPANY NAME	PHONE		
ADDRESS	CITY	STATE	ZIP
CONTACT PERSON	EMAIL		

AGREEMENT

THE UNDERSIGNED REPRESENTS THAT THEY HAVE THE AUTHORITY TO ENTER INTO THIS AGREEMENT ON BEHALF OF THE COMPANY, AND HEREBY ACCEPTS AND AGREES TO BE BOUND BY THE TERMS AND CONDITIONS HEREIN.

SIGNATURE _____ DATE _____

PRINTED NAME _____

PAYMENT INFORMATION

CHECK AMOUNT ENCLOSED \$ _____

MASTERCARD VISA AMEX

CARD # _____

BILLING ZIPCODE _____ EXP. DATE _____

SIGNATURE _____

Please keep a copy for your records and return all four pages of this form no later than **December 31, 2011** to:
CAI San Diego Chapter
1081 Camino del Rio South
Suite 109
San Diego, CA 92108
619-299-1376 • Fax 619-299-1377
www.cai-sd.org