

Advertising Opportunities

Managers depend on CACM for timely, detailed updates and insights they need – not only to maintain their certification, but also to be among the most successful community managers. CACM is a valuable resource for these managers when they are looking for quality products and services from companies that understand the industry and their needs.

Gain more visibility with the gatekeepers of the communities you want to serve with these print advertising opportunities available exclusively to CACM affiliate members.



Vision Magazine

Advertising in the award-winning, full-color *Vision* magazine is one of the most effective ways to gain visibility with community managers. This industry-leading publication has been covering professional, legal and management issues pertaining to California community associations since CACM's formation. *Vision* is distributed quarterly to 3,000 industry professionals in California.

For more information, including *Vision* magazine advertising deadlines, ad specifications and contract, see page 26.

Law Journal Legal Directory

CACM's *Law Journal* is a full-color, quarterly newsletter designed to provide managers with easy-to-understand interpretations of legal matters. The Legal Directory is included in all four issues of the newsletter, which is distributed to 3,000 community management professionals quarterly, and provides law firms and legal-related service providers with the opportunity to advertise to managers and management firms throughout the state.

Contracts are renewable every August. See Legal Directory specifications and contract on page 27.





Conference Programs

The Northern California Law Seminar & Trade Show and the Statewide Expo & Conference are two of CACM's largest, most highly attended annual events. A display ad or tagline listing in a conference program for one of these events is a great way to gain additional exposure, as copies of the conference programs are distributed at the shows to hundreds of managers.

See program advertising opportunities and contracts on pages 28 and 29.

Resource Guide

Reach thousands of California community managers all year long through the CACM *Resource Guide*!

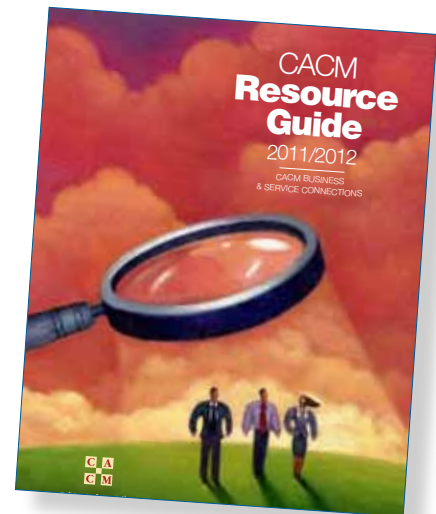
The *Resource Guide* is a directory used by managers when they have a need for a particular service or product. A complimentary listing is included with your CACM affiliate membership, but why not go the extra step to catch the managers' eye with these additional options:

- Purchase a display ad
- Include your logo with your listing
- Promote additional service categories, office locations or contacts

Expanding your presence in the *Resource Guide* with one or more of these options is sure to produce qualified, cost-effective responses from managers with associations that are ready to buy.

The CACM *Resource Guide* is published annually and distributed in late spring.

Advertising opportunity details will be released in January 2012.



“[Community] managers are extremely busy and the last thing they need is [someone] showing up soliciting business. CACM offers many opportunities to advertise in magazines and at events that the decision makers read and attend.

Prior to becoming a CACM member we spent thousands in wasted marketing material that was tossed into the circular file at the receptionist desk (which of course was recycled with the trash). As a member, we have grown our company from servicing one community to over 50 through CACM advertisements and events.”

ALLISON THOMPSON
STAT Services, Inc.
CACM Affiliate Member for 3 years