

Conference Programs 2012

Display Advertising Contract and Specifications

Select all that apply:

- Northern California Law Seminar & Trade Show
 Statewide Expo & Conference

COMPANY NAME (Please print clearly)

CONTACT NAME

ADDRESS

CITY/STATE/ZIP

PHONE

FAX

EMAIL (required)

AD SIZES

Full Page	7 1/2" wide x 10" high
Half Page	7 1/2" wide x 4 3/4" high
Quarter Page	3 1/2" wide x 4 3/4" high

PLEASE NOTE: All ads are black and white except premium inside and outside back covers.

Advertising Deadlines:

Northern California Law Seminar & Trade Show 12/2/2011
Statewide Expo & Conference 5/11/2012

PAYMENT METHOD (Please check one)

- Check payable to CACM Visa Mastercard American Express Discover

CARD NO.

EXP. DATE

BILLING ZIP CODE

CARDHOLDER NAME

AUTHORIZED SIGNATURE

- Yes, please email a credit card receipt to the following email address:

Signature below constitutes advertiser agreement to terms and conditions outlined herein, including payment in full of the referenced costs.

SIGNATURE/TITLE

AD RATES

Size	Exhibitor/Sponsor	Non-Exhibitor/Non-Sponsor
Full Page Black and White Ad	\$750	\$900
Half Page Black and White Ad	\$475	\$600
Quarter Page Black and White Ad	\$310	\$425
Premium Color Back Cover (outside)	\$1,600	\$1,900
Premium Color Back Cover (inside)	\$1,500	\$1,800

ADVERTISING SPECIFICATIONS

Submission of Materials

Please include member name in file and reference the conference program for insertion identification. Label all materials with client name and phone number, along with agency name, contact and phone number, if applicable. Publisher reserves the right to reject improper or incorrectly prepared materials.

Materials may be submitted via:

- Email to bteter@cacm.org (10MB or smaller, zipped, self-extracting)
- CD

Digital Art Guidelines

ALL artwork must meet the following requirements:

- PDF (preferred) or TIFF format
 - A. PDF submissions:
 - All high resolution images and fonts MUST be embedded when PDF file is saved.
 - Use Postscript fonts. No True Type fonts are allowed.
 - B. TIFF submissions:
 - All fonts must be outlined.
- Images must be grayscale, minimum 300 dpi. No RGB or JPEG.

- Advertiser must provide an accurate paper ad proof with the CD or via fax (949.916.5557) with email submissions. Publisher is not responsible for errors that would have been avoided if an accurate proof had been provided.

TERMS AND CONDITIONS

Payment is due with the signed contract and your artwork or logo submission. Membership must be maintained throughout the duration of the contract. There is no cancellation or refund.

RESERVED RIGHTS

Acceptance and publication of an ad shall in no way constitute approval or endorsement of the product or service by CACM. CACM reserves the right to withhold publication of any material it deems inaccurate or otherwise misleading. Advertisers will indemnify, defend and hold harmless CACM from any claim and all loss, expenses or liability arising from the publication of any advertising content. The liability of CACM for any error, omission or delay for which it may be held generally responsible shall in no event exceed the cost of the advertising space.

QUESTIONS? Contact Dina Flees at 949.916.2226, ext. 12, or by email at dflees@cacm.org.

Email, fax or mail your contract to:



California Association of Community Managers, Inc.SM

23461 South Pointe Drive • Suite 200

Laguna Hills, CA 92653

949.916.2226 • 800.363.9771 • FAX 949.916.5557 • dflees@cacm.org • www.cacm.org

Conference Programs 2012

Exhibitor Tagline Listing Contract and Specifications

Select all that apply:

- Northern California Law Seminar & Trade Show
 Statewide Expo & Conference

Attention all exhibitors at the Northern California Law Seminar & Trade Show and the Statewide Expo & Conference: here's your chance to enhance your exposure in the conference programs handed out to hundreds of community managers!

Exhibitors for these events are automatically included in the conference programs with a listing that features company name, contact information, address, phone, fax, email and web address.

For just \$50, you can add 25 additional words to your listing – a great chance to brand your company's tagline, include your mission statement, or list regional offices, products and services, or your primary service lines. Check out the example to the right and submit your contract now!

Advertising Deadlines:

Northern California Law Seminar & Trade Show 12/2/2011
Statewide Expo & Conference 5/11/2012

SAMPLE LISTING:

ABC Construction

Contact Name
1000 Broadway, Ste. 25
Los Angeles, CA 94965
415-975-1000
415-975-2000 Fax
sales@abconstruction.com
www.abconstruction.com

Booth Number
100

Purchase a tagline listing like this.



Building communities in Southern California for more than 25 years. Our team of 50 tradesmen offer emergency, general contracting, reconstruction and restoration services.

Yes! I want to gain added exposure with a 25 word tagline listing for just \$50.

COMPANY NAME (Please print clearly)

CONTACT NAME

ADDRESS

CITY/STATE/ZIP

PHONE

FAX

EMAIL (required)

PAYMENT METHOD (Please check one)

- Check payable to CACM Visa Mastercard American Express Discover

CARD NO.

EXP DATE

BILLING ZIP CODE

CARDHOLDER NAME

AUTHORIZED SIGNATURE

- Yes, please email a credit card receipt to the following email address:

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SIGNATURE /TITLE

SUBMISSION OF MATERIALS

Email your 25-word listing to dflees@cacm.org.

TERMS AND CONDITIONS

Payment is due with the signed contract and tagline submission. Additional charges may apply for listings received after the above deadline date or for any changes made to a listing after submission. Membership must be maintained throughout the duration of the contract. There is no cancellation or refund.

RESERVED RIGHTS

Acceptance and publication of listing content shall in no way constitute approval or endorsement of the product or service by CACM. CACM reserves the right to withhold publication of any material it deems inaccurate or otherwise misleading. Advertisers will indemnify, defend and hold harmless CACM from any claim and all loss, expenses or liability arising from the publication of any listing. The liability of CACM for any error, omission or delay for which it may be held generally responsible shall in no event exceed the cost of the listing.

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