

E-Marketing Opportunities

Let CACM help you build your brand online with these three exclusive e-marketing opportunities.

E-Marketplace Listing

Can community managers find you through the CACM website? A listing in the CACM Affiliate E-Marketplace, our online directory of service providers, allows you to instantly connect with hundreds of community association managers and board members throughout California. Users can search for businesses by category of service, company name, keyword or through the advanced search option. See E-Marketplace benefits, listing features, specifications and contract on pages 20-21.

E-Newsletter Advertising

CACM's *myCommunity* e-newsletter reaches more than 3,600 community managers monthly with industry news, upcoming events and professional development opportunities. This is the perfect tool to reach clients in an online environment. Your logo appears in the e-newsletter for branding and will function as a clickable link to instantly take readers to your company's website or email address. See e-newsletter deadlines, specifications and contract on page 22.



Webinar Series Sponsorship – *New!*

CACM Webinars debuted in 2011, drawing more than 200 attendees throughout the four-part series. The convenience of this online learning environment is gaining popularity among CACM manager members, making this a great vehicle for you to continue branding your company.

Two four-part series are available for sponsorship next year:

Attorney Connection Webinar Series: May 8, May 22, June 5 & June 19, 2012

Facilities Management Webinar Series: August 7, 14, 21 & 28, 2012

Benefits of \$1,000 sponsorship:

(benefits apply to all four webinars in a series; maximum of 10 sponsors per series)

Pre-Webinar

- Sponsor name with link to website in nine email promotions for the webinar series*
- Sponsor name with link to website in three email confirmations (i.e., registration, log-in information and reminder)* per webinar

During Webinar

- Sponsor logo** displayed at the start and end of each webinar, with webinar speaker thanking sponsors
- Sponsor logo and company summary (five bulleted lines, with 45 character spaces per line)** included in participant material for each webinar

After Webinar

- Electronic list of registered attendees for each webinar
- Recording of each webinar and accompanying participant material
- Recognition in *Vision* magazine

See webinar sponsorship deadlines, specifications and contract on page 23.

*If received by CACM prior to material being emailed.

**If received 30 days prior to webinar.

