

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

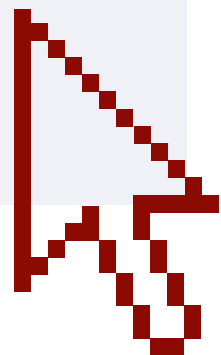
After Webinar

- 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.



Webinar Series Sponsorship 2012

Contract

COMPANY NAME (Please print clearly)

CONTACT NAME

ADDRESS

CITY/STATE/ZIP

PHONE

FAX

EMAIL (required)

WEBSITE (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:

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

SIGNATURE /TITLE

Be one of the first sponsors of this new online educational offering! Two four-part series are available for sponsorship next year.

For just \$1,000, your sponsorship covers a four-part webinar series and includes sponsor logo display at the start and end of each webinar; see page 19 for full benefits. Total sponsorships are limited to 10 per webinar series.

ADVERTISING DEADLINES

Attorney Connection Webinar Series March 22, 2012

Facilities Management Webinar Series June 21, 2012

2012 WEBINAR DATES AND AVAILABILITY

Attorney Connection Webinar Series \$1,000
 May 8, 2012
 May 22, 2012
 June 5, 2012
 June 19, 2012

Facilities Management Webinar Series \$1,000
 August 7, 2012
 August 14, 2012
 August 21, 2012
 August 28, 2012

LOGO REQUIREMENTS

All logos must meet the following requirements:

- Two inch square or smaller
- JPEG or TIFF format
- 300 dpi

COMPANY SUMMARY REQUIREMENTS

Submit a summary of your company's services, which can include up to five bulleted lines with up to 45 characters per line.

DEADLINE

Email logo and company summary to jfahl@cacm.org 30 days prior to the insertion date.

TERMS AND CONDITIONS

Payment is due with the signed contract and your logo and summary submission. Membership must be maintained throughout the

duration of the contract. There is no cancellation or refund.

RESERVED RIGHTS

Acceptance and publication of logo and 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 logo and/or 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 sponsorship.

QUESTIONS?

Contact Julie Fahl at 949.916.2226, ext. 18, or by email at jfahl@cacm.org.

Email, fax or mail your contract to:



California Association of Community Managers, Inc.SM

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