

**2024**



HEARTLAND CHAPTER  
**community**  
ASSOCIATIONS INSTITUTE



# **Heartland Chapter Advertising Form**

# ***SPECIAL THANK YOU TO OUR MEMBERS THAT SUPPORTED US IN 2023!***

## **HALL OF FAME CLUB - CORPORATE SPONSOR**

- 1 free ticket to EACH Chapter program (excluding the Golf Tournament, and Manager/ Vendor Reception.)
- Recognition of "Hall of Fame" status in Directory
- Recognition of "Hall of Fame" status on Chapter website
- 20% Discount on 'a la cart' advertising purchases (not applicable to advertising packages)
- Permission to promote "Hall of Fame – Corporate Partner" member status
- 1 set of Member mailing labels upon request
- Book of five referral cards free for any educational program or webinar upon request
- "Hall of Fame" lanyard/ name tag

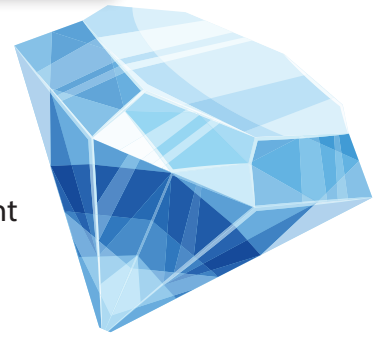
**\$550**

## DIAMOND LEVEL PARTNER - **ONLY 6 AVAILABLE**

### Everything that the **GOLD LEVEL PARTNER** receives **PLUS.....**

- Hall of Fame Corporate Partner
- Your company logo listed on signature line of all outgoing CED's daily emails
- Your company logo and Diamond Level Partner listed at the beginning PowerPoint of all webinars and live programs in 2024
- Exclusive sponsor for New Member Get Togethers
- Business Partner Spotlight twice a year on the weekly Wednesday e-newsletter that reaches over 2000 members and prospective members
- Diamond Level Partner Digital Badge—we will create a digital badge for you to use on your email signature, website and social media platforms, etc.
- First pick for premium Trade Show/Expo booth
- VIP Exclusive Happy Hour with CEO's of Management Companies in the area
- Listed as a Diamond Level Sponsor on our New Chapter Website!
- 2023 Diamond sponsors have first right of refusal

**\$7350**



## **GOLD LEVEL PARTNER**

- Automatic Inclusion into the "Hall of Fame" Club as a Corporate Partner
- Full page color advertisement in printed member directory
- Half page newsletter advertisement in full color, in all four digital publications
- Company logo and link on main page of chapter website
- Expanded on-line Service Directory listing
- 3 tickets to the Manager/ Vendor Reception with sponsor signage
- Tabletop Sponsorship of an in person program or webinar. You will be able to speak for up to 2 minutes, have your company logo on the beginning PP slideshow and have a table at the in person event.
- Golf Tournament hole sponsorship with signage
- Premium booth in the Condo-HOA Conference Expo
- Ad and Booth Pre-Registration and Placement
- Listed as a Gold Level Sponsor on our New Chapter Website!

**\$3850**



## SILVER LEVEL PARTNER

### GET MORE TO SAVE MORE

- Half page full color advertisement in printed member directory
- Half page newsletter advertisement in full color, in all four digital publications
- Company logo and link on main page of Chapter website
- Expanded on-line Service Directory listing
- 2 tickets to the Manager/ Vendor Reception with sponsor signage
- Golf Tournament hole sponsorship with signage
- Listed as a Silver Level Sponsor on our New Chapter Website!

**\$2375**



## BRONZE LEVEL PARTNER

### BECAUSE YOU LIKE TO SAVE MONEY

- Company logo and link on main page of Chapter website
- 2 tickets to the Manager/ Vendor Reception with sponsor signage
- Expanded on-line Service Directory listing
- Golf Tournament hole sponsorship with signage
- Educational Sponsorship of an in person lunch program or webinar. You will be able to speak for up to 2 minutes, with your company logo on the beginning PP slideshow.

**\$1300**



## GOLD LEVEL PARTNER for MANAGEMENT CO.

### GET THE MOST WHILE SAVING THE MOST

- Automatic Inclusion into the “Hall of Fame” Club as a Corporate Partner
- Full page color advertisement in printed member directory
- Half page newsletter advertisement in full color, in all four digital publications
- Company logo and link on main page of Chapter website
- Expanded on-line Service Directory listing
- Educational Sponsorship of a monthly in person program or webinar. You will be able to speak for up to 2 minutes, with your company logo on the beginning PP slideshow.
- Mix and match webinars with in person programs, you have \$950 worth of credits for webinars or in person programs so that your staff, clients, or board members can improve their performance, better serve their communities, and earn points towards their designations. Webinars count for \$25 and in person programs count for \$35 for all members.
- Ad Pre-Registration and Placement
- Listed as a Gold Level Sponsor Management Co. on our New Chapter Website!

**\$3575**



## SILVER LEVEL PARTNER for MANAGEMENT CO.

### GET MORE TO SAVE MORE

- Half page color advertisement in printed member directory
- Half page newsletter advertisement in full color, in all four digital publications
- Company logo and link on main page of Chapter website
- Expanded on-line Service Directory listing
- Educational Sponsorship of a monthly in person program or webinar. You will be able to speak for up to 2 minutes, with your company logo on the beginning PP slideshow.
- Listed as a Silver Level Sponsor Management Co. on our New Chapter Website!

**\$2100**





## EDUCATION PACKAGE

Mix and match webinars with in person programs, you have \$950 worth of credits for webinars or in person programs so that your staff, clients, or board members can improve their performance, better serve their communities, and earn points towards their designations. Webinars count for \$25 and in person programs count for \$35

**\$900**

# A LACARTE ADVERTISING OPPORTUNITIES

Due to demand for premium advertising spots, please indicate if you are interested in one of the spots below (please note price) and submit your advertising packet by December 15, 2023. The names of all interested companies submitted by that date will be entered into a lottery. The first company picked will get the first choice of advertising spots; the second company will get the second choice; and so forth.

## **E-Newsletter Marketing:**

Receive a Business Partner Spotlight on a Wednesday e-newsletter that reaches over 2000 members and prospective members.

**\$350 one time**

**\$1000 for quarterly (4)**

## **Trivia Night:**

An evening of fun with drinks, snacks and prizes.

**\$100 Table Sponsor**

**\$300 Drink Sponsor**

## **Minimum Bid for Premium Advertising:**

**Back Cover Page of Directory: \$1000**

(\$500 additional cost with Diamond or Gold Level Partner)

**Back Inside Cover Page of Directory: \$750**

(\$250 additional cost with Diamond or Gold Level Partner)

**Front Inside Cover Page of Directory: \$750**

(\$250 additional cost with Diamond or Gold Level Partner)

**Back Cover Page of Newsletter - 4 Issues: \$1300**

(\$500 additional cost with Diamond or Gold Level Partner)

**MEMBERSHIP  
DIRECTORY**

**2023**



[www.caiheartland.com](http://www.caiheartland.com)

**THE HEARTBEAT**

FALL 2023



Celebrate  
Good Neighbor Day  
with CAI  
See page 20.

**DIRECTORY ADS**

(In full color and hard copy mailed to all members)

**Full Page**

**\$600**

**Half Page**

**\$400**

**Quarter Page**

**\$275**

**NEWSLETTER ADS**

(in full color DIGITAL ONLY-

Members will be able to click on your ad to go directly to your website)

**Full Page**

**\$400 per ad | \$1400 per year**

**Half Page**

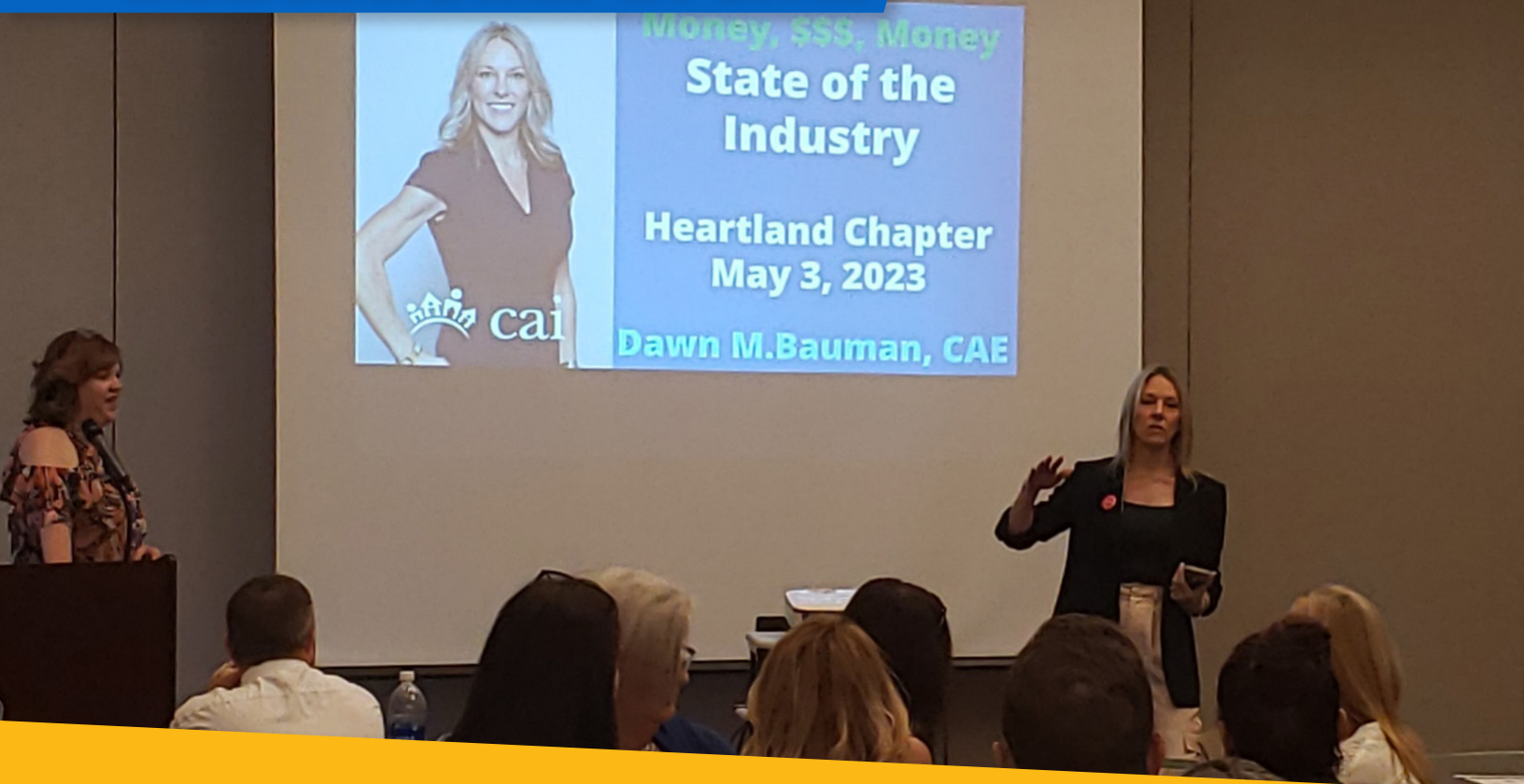
**\$300 per ad | \$1000 per year**

**Quarter Page**

**\$180 per ad | \$725 per year**



# CAI Heartland Educational Events





## In Person Program

Tabletop Sponsor: Sponsor of an in person program or webinar. You will be able to speak for up to 2 minutes, have your company logo on the beginning PP slide and have a table at the in person event. **\$325**

## Webinar

Presenting Sponsor: 2 minutes to speak, logo on all marketing and PowerPoint Slides. **\$200**

# Hot Topic Risks Associations Face

PRESENTED BY:

### Jon Sanner

Brinker & Doyen  
34 N. Meramec Avenue  
Clayton, MO 63105  
314-863-6311

[jsanner@brinkerdoyen.com](mailto:jsanner@brinkerdoyen.com)  
[www.Brinkerdoyen.com](http://www.Brinkerdoyen.com)



### Karen O'Connor Corrigan, CIC, CIRMS, EBP

O'Connor Insurance  
12101 Olive Blvd.  
St. Louis, MO 63141  
314-434-0038

[karen@oconnor-ins.com](mailto:karen@oconnor-ins.com)  
[www.oconnor-ins.com](http://www.oconnor-ins.com)



**GOLF TOURNAMENT HOLE SPONSOR: \$275**  
**GOLF TOURNAMENT TENT SPONSOR: \$550**



**MANAGER/VENDOR RECEPTION SPONSOR: \$165**  
**MEET THE MANAGER SPONSOR: \$350**





## **STL Condo-HOA Conference Expo**

**Premium Booth: \$575**

**Standard Booth: \$525**

## **KC Condo-HOA Conference Expo**

**Standard Booth: \$500**

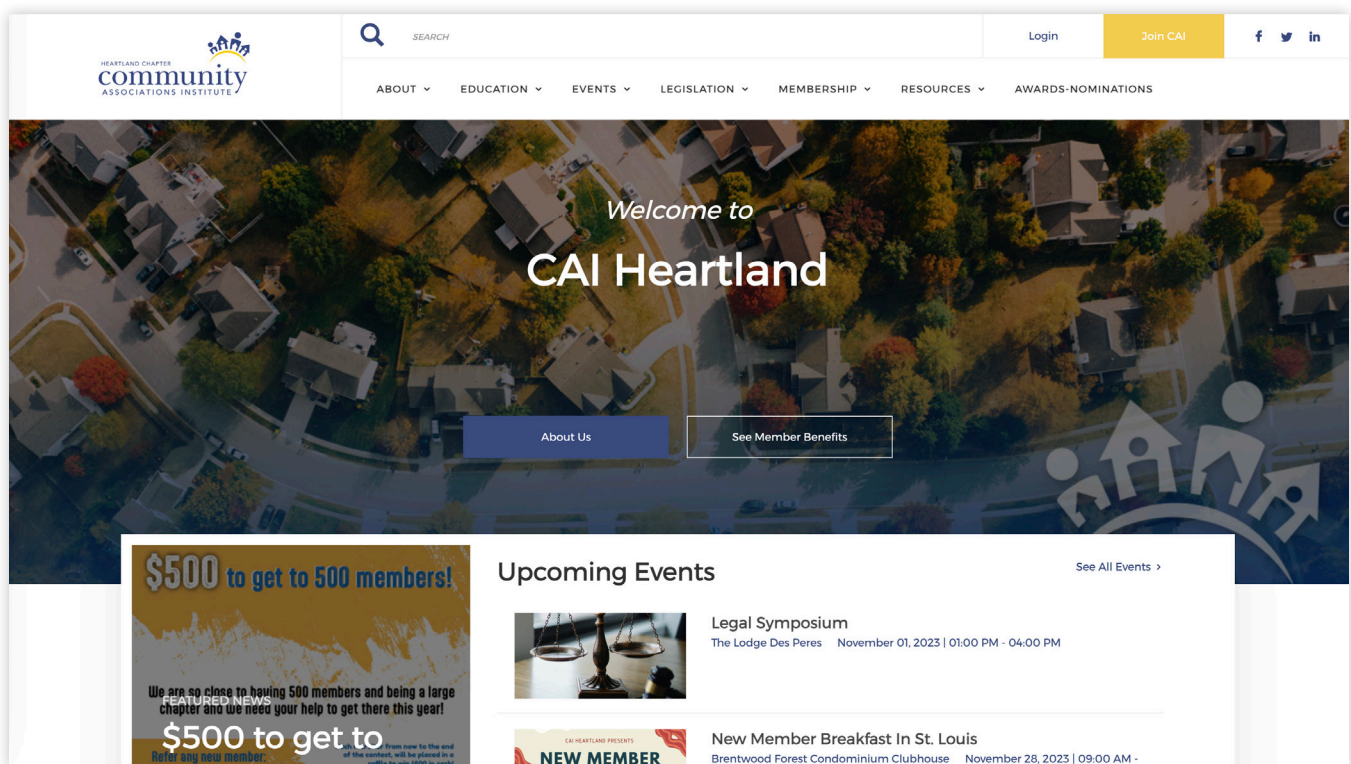


# EXTRA LISTING CATEGORY

\$50.00 for an extra category listing in the directory and on the website.

# EXTRA LISTING CATEGORY

\$400.00 for a yearly colored ad that links to your company's website.



*Need Some Help Deciding What is Best for your Company?  
Call Cathy at the Chapter office 314-423-8859! She can meet  
with you at your office to discuss the many options available  
and try to get you the best deal for your marketing dollars.*

# 2024 ADVERTISING ORDER FORM

A. "Hall of Fame" Partner	_____
B. Diamond Level Partner	_____
C. Gold Level Partner	_____
D. Silver Level Partner	_____
E. Bronze Level Partner	_____
F. Gold Level Partner with Management Co.	_____
G. Silver Level Partner with Management Co.	_____
H. Education Package	_____
I. Directory Back Cover	_____
J. Directory Back Inside Cover	_____
K. Directory Front Inside Cover	_____
L. Directory Full Page	_____
M. Directory Half Page	_____
N. Directory Quarter page	_____
O. Newsletter Back Cover	_____
P. Newsletter Full Page	_____
Q. Newsletter Half Page	_____
R. Newsletter Quarter Page	_____
S. Website Advertisement	_____
T. In Person Program Sponsor	_____
U. Webinar Program Sponsor	_____
V. Golf Hole Sponsor	_____
W. Golf Tent Sponsor	_____
X. Premium Trade Show Booth	_____
Y. Standard Trade Show Booth	_____
Z. Foursome early bird discount applied	_____
AA. Manager/ Vendor Reception Sponsor	_____
BB. Extra Category listing in Directory and Website	_____
Name the categories you want listed: _____	_____
_____	
Total:	\$ _____

The covers for the newsletter and directory are on first come, first served basis.

\*All ads need to be sent in a jpeg or pdf format. Ads that do not meet the required size and format will be charged an additional \$100.

Organization \_\_\_\_\_ Contact \_\_\_\_\_  
 Address \_\_\_\_\_  
 Phone \_\_\_\_\_ Cell \_\_\_\_\_ Email \_\_\_\_\_

Please submit all advertisements to the Chapter Office by January 12, 2024 NO EXCEPTIONS!

Cathy Roth- Johnson, Executive Director  
 Community Associations Institute – Heartland Chapter  
 P.O. Box 953, Bridgeton, MO 63044  
 caiheartland.com

# NEW!!!! 2024 AD SIZES

## Printed Directory Ads



PRINT SIZE (W X H)

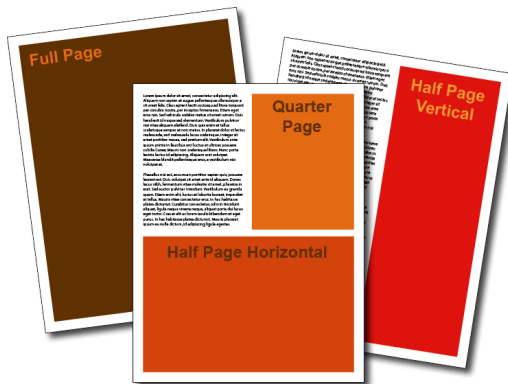
PIXELS (W X H)

*Please provide ads at print size and 300 pixels per inch*

**FULL PAGE** .....4.25" X 7" ..... 1275 X 2100 PIXELS

**HALF PAGE** .....4.25" X 3.5" ..... 1275 X 1050 PIXELS

## Digital Newsletter Ads



*Please provide ads at print size and 150 pixels per inch*

**FULL PAGE** .....7.75" X 10" ..... 2325 X 3000 PIXELS

**HALF PAGE VERTICAL** .....3.75" X 10" ..... 1125 X 3000 PIXELS

**HALF PAGE HORIZONTAL** .....7.75" X 4.875" ..... 2325 X 1462 PIXELS

**QUARTER PAGE** .....3.75" X 4.875" ..... 1125 X 1462 PIXELS

## Digital Website Ads



*Please provide both versions at the exact pixel dimensions*

**DESKTOP** ..... N/A ..... 200 X 292 PIXELS

**MOBILE** ..... N/A ..... 768 X 320 PIXELS