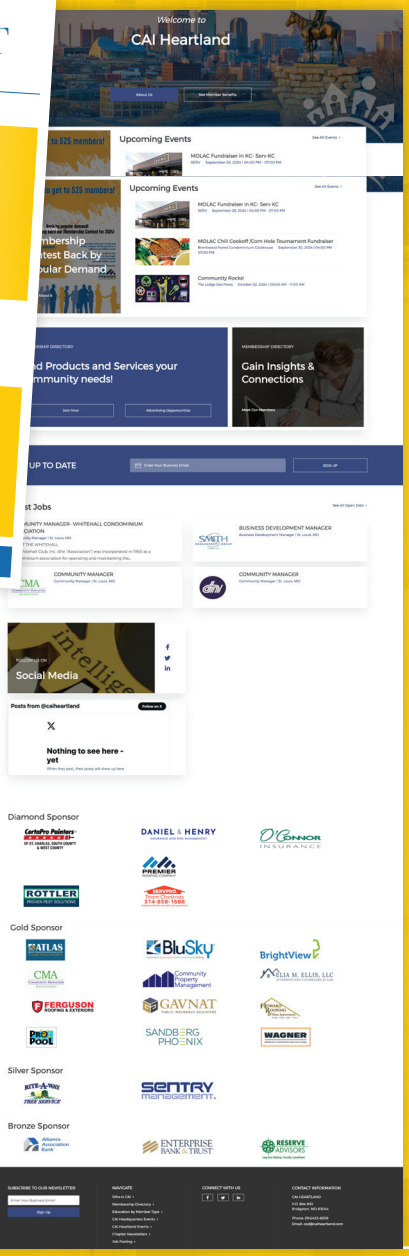
# CAI HEARTLAND

## ADVERTISING FORMS













Cathy Roth-Johnson
Executive Director
ced@caiheartland.com
CAIHEARTLAND.COM

HEARTLAND CHAPTER
community
ASSOCIATIONS INSTITUTE



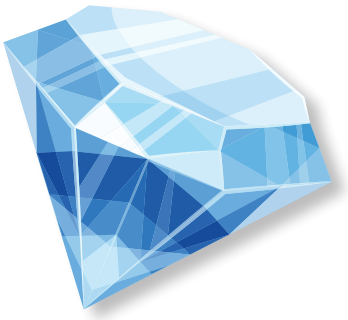
# SPECIAL THANK YOU TO OUR MEMBERS THAT SUPPORTED US IN 2026!

## HALL OF FAME CLUB – CORPORATE SPONSORS $550

- 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

# DIAMOND LEVEL PARTNER –
## 6 AVAILABLE IN ST. LOUIS AND 6 AVAILABLE IN KANSAS CITY

## $7850



### 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 2027
- Exclusive sponsor for New Member Get Togethers
- Business Partner Spotlight twice a year on the weekly Wednesday e-newsletter that reaches over 2500 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 CAI Summit 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!
- **2026 Diamond sponsors have first right of refusal**
- Contribution to Missouri Legislative Action Committee (MOLAC)

# GOLD LEVEL PARTNER

## $4350



- 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 CAI Heartland Summit
- Ad and Booth Pre-Registration and Placement
- Listed as a Gold Level Sponsor on our Chapter Website!
- Contribution to Missouri Legislative Action Committee (MOLAC)

## SILVER LEVEL PARTNER $2875



### 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 Chapter Website!
- Contribution to Missouri Legislative Action Committee (MOLAC)

## BRONZE LEVEL PARTNER $1600



### 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.
- Contribution to Missouri Legislative Action Committee (MOLAC)



# GOLD LEVEL PARTNER FOR MANAGEMENT COMPANY $4075



## 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 digitial 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 Chapter Website!
- Contribution to Missouri Legislative Action Committee (MOLAC)

# SILVER LEVEL PARTNER FOR MANAGEMENT COMPANY $2600



## 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!
- Contribution to Missouri Legislative Action Committee (MOLAC)

## EDUCATION PACKAGE $900

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

## 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, 2026. 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 3000 members and prospective members.

**$350 one time**
**$1000 for quarterly (4)**

### Trivia Night or Music Bingo:

An evening of fun with drinks, snacks and prizes.

**$200 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)

# 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 EVENT SPONSORS





## 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**

## GOLF TOURNAMENT HOLE SPONSOR **$275**

## GOLF TOURNAMENT TENT SPONSOR **$550**

## MANAGER/VENDOR RECEPTION SPONSOR **$200**






# CAI HEARTLAND SUMMIT IN ST. LOUIS AND KANSAS CITY







**SUMMIT IN ST. LOUIS**

**Premium Booth: $575**

**Standard Booth: $550**

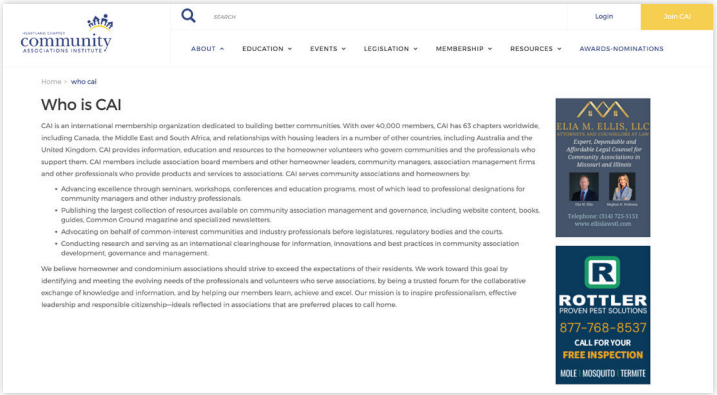
**SUMMIT IN KANSAS CITY**

**Standard Booth: $600**

# EXTRA LISTING CATEGORY

**FOR AN EXTRA CATEGORY LISTING IN THE DIRECTORY AND ON THE WEBSITE.** **$50.00**

**FOR A YEARLY COLORED AD THAT LINKS TO YOUR COMPANY'S WEBSITE.** **$500.00**




**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.**

# 2027 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 CAI Heartland Summit booth _____
Y. Standard CAI Heartland Summit booth _____
Z. Foursome early bird discount applied _____
AA. Manager/ Vendor Reception Sponsor _____
BB. Contribution to MOLAC _____

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 15, 2027 NO EXCEPTIONS!

Cathy Roth- Johnson, Executive Director
Community Associations Institute – Heartland Chapter
12747 Olive Blvd, STE 300, St. Louis, MO 63141

# 2027 AD SIZES

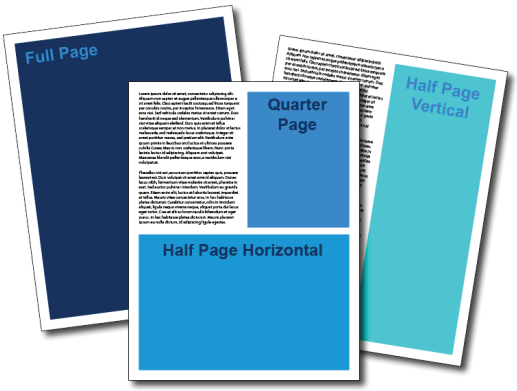
## Printed Directory Ads




| | Print size (W X H) | Digital size (W X H) |
|---|---|---|
| full page | 4.25” x 7” | 1275 x 2100 pixels |
| half page | 4.25” x 3.5” | 1275 x 1050 pixels |

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

## Digital Newsletter Ads




| | Print size (W X H) | Digital size (W X H) |
|---|---|---|
| Full page | 7.75” x 10” | 1162 x 1500 pixels |
| Half page vertical | 3.75” x 10” | 562 x 1500 pixels |
| Half page horizontal | 7.75” x 4.875” | 1162 x 731 pixels |
| Quarter page | 3.75” x 4.875” | 562 x 731 pixels |

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

## Website Ads




| | Print size (W X H) | Digital size (W X H) |
|---|---|---|
| Desktop | n/a | 200 x 292 pixels |
| Mobile | n/a | 768 x 320 pixels |

*Please provide both versions at the exact pixel dimensions*