

community interests

WHAT OUR INDUSTRY IS TALKING ABOUT

WHAT HOMEOWNERS NEED TO KNOW

2018

2018

ADVERTISING RATES AND DIGITAL SPECS



Advertising Rates and Digital Specifications

Standard Advertising Rates *(All display ads are in color)*

	Non-member*	CAI Member	6 Mo.	3 Mo.
Full Page	\$1,450	\$1,305	\$1,130	\$1,265
1/2 Page	\$730	\$605	\$375	\$450
1/3 Page	\$845	\$405	\$260	\$320
1/4 Page	\$365	\$305	\$240	\$250

*Non-member contract rates: 10% discount

Premium Position Advertising Rates

	Non-member	CAI Member
Inside Front Cover	\$1,865	\$1,425
Inside Back Cover	\$1,865	\$1,425
Back Cover (2/3 Page)	\$1,535	\$1,305
Center Spread	\$4,395	\$2,415
Center Spread (Left or Right)	\$2,745	\$1,350

Advertising Rates - Marketplace Classifieds

	Non-member	CAI Member
12x Pre-paid	\$435	\$330
6x Pre-paid	\$520	\$395
3x Pre-paid	\$545	\$415
Color Highlight Upgrade 12x	\$125	\$100

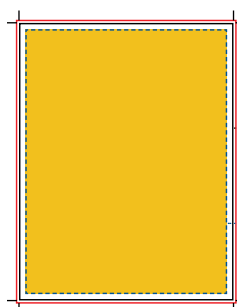
Color highlight monthly is \$20 per issue.

Marketplace ads include 25 words. Each additional word is 50¢.

Ad Sizes

Full Page*	8.5"×11"	1/3 Page Vertical	2.375"×9.8125"
1/2 Page Vertical	3.6875"×9.8125"	1/3 Page Horizontal	7.625"×3"
1/2 Page Horizontal	7.625"×4.6875"	1/4 Page	3.6875"×4.6875"

*Add .125" for bleed on each edge for a total image size of 8.75"×11.25". Ad will be trimmed to 8.5"×11".



Bleed Line:

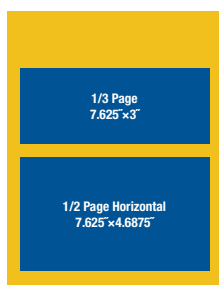
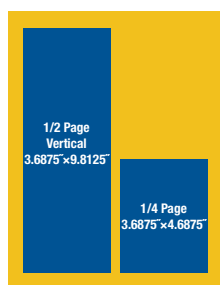
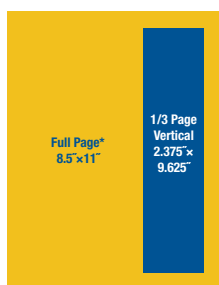
.125" over on each edge that bleeds. This will be cut off the final print piece.

Trim Line:

Actual document size. This is where the printed piece will be cut.

Live Image Area:

.25" in from the Trim Line. This area is guaranteed not to be trimmed.



Digital Specifications

Files can be submitted via e-mail (if under 5MB), FTP or on disc. All discs must be clearly labeled with advertiser name contact information. Please make sure to include all linked support files and fonts.

Acceptable file formats are:



Acceptable applications are:



If you are unable to submit print-ready art, please contact CAI Nevada for graphic solutions to meet your needs.

Special Positions: 15% premium added.

Pre-printed Inserts: Please call CAI Nevada at 888-406-0063 or 702-648-8408 for a price quote, specifications and availability.

Discounts: A 5% discount is offered to all 6x advertisers when all issues are paid in advance. Does not apply to Marketplace ads.

Material Submission: Please label all materials with client name and phone number. A full-size proof must accompany all ads. Ads provided without proper proof will be made by the printer and the cost will be billed to the advertiser.

Deadlines: Ad sales close on the 20th of the month two months prior to the published issue, e.g. November 20 for the January issue.

Note: Publisher reserves the right to reject improper or incorrectly prepared materials.

Submit materials and payments to:

CAI - Nevada Chapter
9171 W. Flamingo Road, Suite 100
Las Vegas, NV 89147



Contact CAI Nevada at 702-648-8408,
Fax 702-240-9690 or marketing@cai-nevada.org.

Check us out online at cai-nevada.org





CAI-Nevada Community Interests 2018 Advertising Contract

Company Name: _____ Contact Person: _____

Address: _____ City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ E-mail: _____

Please select the issues in which you want your ad to run.

2018 JAN '18 FEB '18 MAR '18 APR '18 MAY '18 JUN '18 JUL '18 AUG '18 SEP '18 OCT '18 NOV '18 DEC '18

Ad Size/Type	Regular Price	Discount	Total

All advertisers will have their ads in the digital version of the magazine at no additional charge.

Term of Contract (No. Issues): _____

Ad Size: _____

Contract Rate: _____

Grand Total of Contract: _____

Method of Payment

Credit Card: _____ Exp: _____ Zip: _____

Check (Amount): _____ No: _____

All advertising must be submitted with payment by the 5th of each month, for publication in the following month's issue, to the CAI-Nevada Chapter Office. All accounts are C.O.D. unless a credit account is established. All ad copy, with the exception of classified advertising (Marketplace), must be print-ready artwork - NO FILM. Advertising must be sent in the following high-resolution (minimum 300 dpi) format: PDF, JPG, PSD, EPS, TIFF or AI. All fonts must be included or embedded. Ads submitted in a page layout program such as InDesign must include all links and font. All ad copy must be accompanied by a hard copy of what the ad should look like. Accounts unpaid 30 days after invoice date will be charged a 1.5% per month service charge on the unpaid balance. Contracts with a balance due over 60 days are subject to termination and the balance of contract becoming immediately due and payable in full. CAI Nevada will not be liable for incidental or consequential damages, including loss of profits or other business damage, resulting from errors or omissions or other breaches of contract. Advertiser agrees that any such damages will be limited to the amount of the order. This order supersedes all previous advertising orders.

The undersigned has read and agrees to the terms and conditions stated herein and further authorizes placement of, and guarantees payment of advertising beginning _____, 20____ through _____, 20____.

Authorized By (Print Name): _____ Signature: _____

Title: _____ Date: _____