



***Professional Services Directory***  
**directory.caonline.org**  
**Media Kit**

FOR MORE INFORMATION, PLEASE CONTACT:





## Community Associations Institute

### Why CAI?

- Our membership is comprised of **more than 34,000** community association professionals.
- Our members spend an estimated **\$70 billion on products and services** annually.
- We are the **only international**, non-profit organization **dedicated to helping community associations** meet the needs of their residents.

### The Community Association Market:

- The community association market, on average, **spends more than a billion dollars per week** on products and services.
- CAI estimates that community associations encompass approximately **2 out of 3** owner-occupied homes in the U.S.

**Maximize your exposure to more than 33,500 community association professionals.**

**Contact your Naylor account executive today!**

### Professional Services Directory

[directory.caionline.org](http://directory.caionline.org)



Targeted marketing through CAI will help service providers reach thousands of key community association decision makers, strengthen existing relationships and open the door to new prospects.

# Professional Services Directory

## About the Professional Services Directory - [directory.caionline.org](http://directory.caionline.org)

The **Professional Services Directory** is a user-friendly forum designed to bring suppliers and end-users together. Available whenever you need it, **Professional Services Directory** makes it easy to locate products and professional services geared to the community association industry.

### A Reference at Your Fingertips:

- Cross-promoted in other CAI communication pieces
- Optimized to drive traffic from search engines and the CAI home page
- Efficient browsing with minimal clicks
- Users can set the Professional Services Directory as their default browser, bringing them to your listing
- Directs visitors to a landing page to learn more about your business
- Google integration returns richer results
- Consumers come to you when they are ready to buy
- Customized listing and enhanced content

On average, the Professionals Services Directory receives:

- 2,628 visits per month
- 12,777 page views per month
- Sessions lasting 4:16 minutes

*\*Traffic numbers from June 2017 - May 2018*

The purchase of any Professional Services Directory display ad comes with a **COMPLIMENTARY Premier Listing** – a \$340 value!

The screenshot shows the homepage of the CAI Professional Services Directory. At the top, there's a navigation bar with 'LIGHTHOUSE Property Management, Inc.' and 'CLICK TO EXPAND'. Below that, the 'community ASSOCIATIONS INSTITUTE' logo is visible, along with 'JOIN NOW', 'BOOKSTORE', 'ABOUT CAI', and 'MY CAI'. The main header reads 'CAI Professional Services Directory'. A search bar is located below the header, with options to search by chapter or category. The page features several advertisements: a 'manage my nest' ad, a 'DANNON' ad for real estate management, a 'L&P HANBERRY TRIAL ATTORNEYS' ad, a 'millerdodson CAPITAL RESERVE CONSULTANTS' ad, a 'hoa sites' ad for creative websites, and a 'SPENCER' ad for horticultural management. At the bottom, there's an ad for 'SPLIT RAIL FENCE & Supply Co.' and a footer with copyright information.

### RUN-OF-SITE POSITIONS

#### Curtain Ad – EXCLUSIVE POSITION | \$3,550

Exclusive, run-of-site position! Showcase your ad at the top of every page with a call to action. Viewers can click and expand the ad to view your full message.

#### Banner Package | \$2,750

No matter what page of the directory visitors click on, your message will be prominently displayed! Your ad will be displayed on both Leaderboards, as well as in the rectangle ad position. Run-of-site with ten rotations.

#### Featured Companies | \$1,000

The Featured Companies section allows companies to showcase their offerings through two rotating rectangle positions. Includes company logo and short description. Twenty rotations.

For the latest online specs, please visit: [www.naylor.com/onlinespecs](http://www.naylor.com/onlinespecs)

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

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# Professional Services Directory

## CHAPTER PAGE OPTIONS

### About the Professional Services Directory - [directory.caionline.org](http://directory.caionline.org)

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#### A Reference at Your Fingertips:

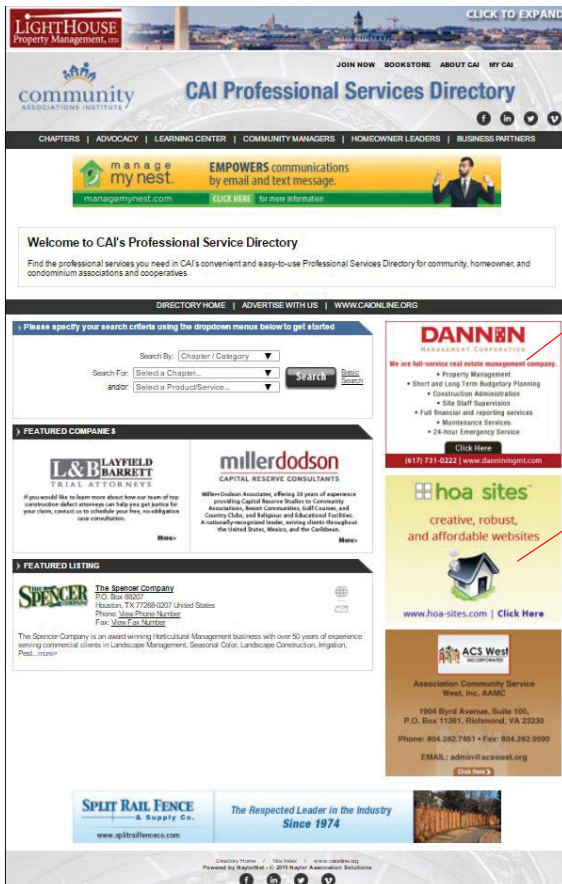
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## CHAPTER PAGE OPTIONS

### Category Rectangle | \$649

Exclusive per category and chapter. Shows up on the category and chapter of your choice. Additional exposure in rotation on the homepage. (300 x 250 pixels)

### National Category Rectangle | \$1,049

Rectangle displays in your category of choice and in all chapters. Additional exposure in rotations on homepage. (300 x 250 pixels)

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# Professional Services Directory

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## Premier Listings versus Basic Listings

### **Premier Listing includes:**

- **Premium Placement Above Basic Listings**
- **Full-Color Company Logo**
- Company Name
- **Company Contacts**
  - Up to five with separate title, email and phone number for each person
- Full Mailing Address
- Phone Number
- Fax Number
- **Active Web link**
- Active Email
- **Active Facebook, Twitter and LinkedIn links**
- **"Forward to a Friend" Capability**
- **Product/Service Category Listings**
  - Includes five categories of your choice
  - Additional categories available for \$50 each
- **Extended Company Profile**
- **Full-Color Product/Service Image**
- **Extended Product/Service Description**
- **Google Map It!**
- **Google Site Search**
- **Request for Information Feature**
- **Request for Proposal Enabled**

### **Upgrade Opportunities:**

- **Category sponsorship**
- **Add a video to your listing**

### **Basic Listing includes:**

- Company Name
- Company Contact
  - Limited to one person
- Full Mailing Address
- Phone Number
- Fax Number
- Active Email
- Product/Service Category Listing
  - Limited to one category

For the latest online specs, please visit: [www.naylor.com/onlinespecs](http://www.naylor.com/onlinespecs)

# Professional Services Directory

## Business Partner Members

### Premier Listing Package | \$340

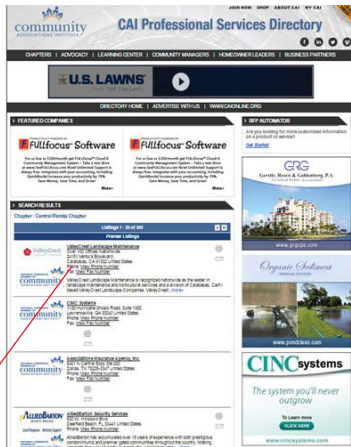
Premier Listings are designed to offer heightened visibility within the **Professional Services Directory**. Premier Listings appear on a first-reserved, first-listed basis on top of all basic listings, ensuring they are seen first. Premier Listings contain all basic information. *Includes five (5) product/service category listings of your choice. Additional category listings are \$50 each.*

- Premier Listing additional features:**
- Full-color company logo
  - Active web link, social media links, email address and up to five contacts
  - Extended company profile and products and services listing
  - Full-color product image and description linked to your website
  - Google map of your business location
  - **Google site search:** to search your website from your Premier Listing
  - **Request for information:** a contact form to reach a representative from your business



The purchase of any Professional Services Directory display ad comes with a **COMPLIMENTARY Premier Listing – a \$340 value!**

## Maximize the impact of your Premier Listing with these upgrades



### Guaranteed Position\*

For companies that want to ensure top visibility in their category, we offer guaranteed placement above your competitors. When visitors click on a product/service category on the home page of the **Professional Services Directory**, your company is the first that they see. *Includes Premier Listing upgrade.*

**Category Sponsor #1 | \$949**

**Category Sponsor #2 | \$849**

**Category Sponsor #3 | \$749**

\*Excludes Management Company category.



### Video Upgrade

Bring your Premier Listing to life! Add a video with sound that shows your product or company in real life. Videos can run up to 5 minutes.

**Upgrade | \$200**

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

For the latest online specs, please visit: [www.naylor.com/online Specs](http://www.naylor.com/online Specs)

# Professional Services Directory

## Management Company Members

### Premier Listing Package | \$340

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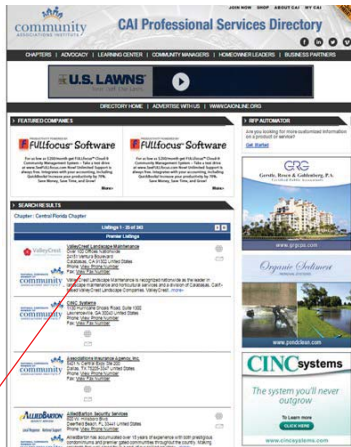
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- **Google site search:** to search your website from your Premier Listing
- **Request for information:** a contact form to reach a representative from your business



The purchase of any Professional Services Directory display ad comes with a **COMPLIMENTARY** Premier Listing – a \$349 value!

## Maximize the impact of your Premier Listing with these upgrades



### \*Guaranteed Position

To ensure top visibility within your Chapter(s), upgrade to guaranteed placement. No scrolling required --when visitors click on a management company category for your chapter on the home page of the **Professional Services Directory**, your premier listing is certain to be noticed.

*Includes Premier Listing upgrade.*

**Category Sponsor #1 | \$649**

**Category Sponsor #2 | \$549**

**Category Sponsor #3 | \$449**

\* Price is based on one chapter. For information on guaranteed placement in multiple chapters, please contact your Naylor account executive.



### Video Upgrade

Bring your Premier Listing to life! Add a video with sound that shows your product or company in real life. Videos can run up to 5 minutes.

**Upgrade | \$200**

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready. *For the latest online specs, please visit: [www.naylor.com/onlinespecs](http://www.naylor.com/onlinespecs)*

# Professional Services Directory

## Premier Listing Checklist

Below is a checklist of all elements required in order to process your Premier Listing.

**Full-Color Company Logo**

The size of your logo should be **240 pixels wide x 120 pixels high** and no larger than 100kb. We accept JPG or GIF format. *Your logo will link to your website, so please provide the URL to which you would like your logo to link.*

**Company Contacts - Up To Five**

Please include **job title, phone number and email address**. *All email addresses will be hyperlinked and active.*

**Primary Contact for RFP Automator and Request for Information (OPTIONAL)**

Indicate which person or email should be referenced as the "primary" contact. This designation is **necessary** for your company to be visible in the RFP Automator and to be available for requests for information.

**Company Description**

This is strictly **textual information about your company**. You can include your company's mission statement or a description of the products and services you offer. No graphics are allowed in this section. The initial viewable text is 3,000 characters that can be extended upon click by an additional 3,000 characters for 6,000 characters maximum. *All text should be provided to us in a Word document that allows us to cut and paste your description to your order.*

Keep in mind that each word in your company description is searchable via the "keyword" search function. Be thorough and include all elements of the products/services you provide. We allow you to change your listing on a monthly basis. If changing your listing or adding more information, please email this to your Naylor account executive.

**Website Activation**

Please provide us with the **website, Facebook, Twitter and LinkedIn URLs to which your listing should link**. *Your website will be listed along with your contact information and will be included each time anyone searches for your company by the various searching capabilities available.*

**Product/Service Categories**

All extra information will show up under all of the categories you select. **Five category listings are included** in the initial price of the Premier Listing. *Additional category listings can be purchased for \$50 each.*

**Full-Color Product Image and Description**

The size of your product photo should be **240 pixels wide x 240 pixels high** and no larger than 100kb. We accept JPG, GIF or SWF/Flash format (animation must be no longer than 25 seconds). *Please provide the URL to which you would like your product image to link.* You can also include a brief product description (500 characters maximum) that will appear next to the product image.

**Video Upgrade - Additional cost: \$200 (OPTIONAL)**

Your video should run no longer than five minutes. We accept the following video formats: .avi (Audio Video Interleave), .mov (Apple QuickTime Movie), .mp4 (MPEG-4 Video File), .mpg (MPEG Video File), .qt (Apple QuickTime Movie), .rm (Real Media File), .swf (Macromedia Flash Movie) and .wmv (Windows Media Video File). Video dimensions should be 400 pixels by 300 pixels.

Once we receive all elements of your Premier Listing, we will post it to the site on a first-come, first-listed basis. Your one-year time frame begins the day we post your listing. Feel free to contact your Naylor account executive should you have any questions or concerns. We look forward to getting you posted on the site. Thank you.





# Professional Services Directory

## Professional Services Directory Branding Opportunities

To reserve your space in the **Professional Services Directory**, please select from the options below, then return this completed form to your Naylor account executive.

**All ads will be posted for one year.** Advertisers will receive campaign performance reports that detail ad impressions and click-throughs on an as-requested basis. Advertisers may change their artwork up to once a month at no additional charge.

All advertisers who purchase any display ad will receive a FREE premier listing.

- Curtain Ad** | \$3,500
- Banner Package** | \$2,500
- Featured Company** | \$1,000
- National Rectangle** | \$999
- Chapter Rectangle** | \$599

*All advertisers will receive an invoice for the total amount, due upon activation.*

Naylor charges a \$50 artwork surcharge for artwork creation or changes.  
This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

### Advertiser Information:

Company Name: \_\_\_\_\_

Primary Contact: \_\_\_\_\_ Position: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State/Province: \_\_\_\_\_ Zip/Postal Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

**I agree to all the terms of the rate sheet and this contract as applicable for my company.**

Payment Authorization Signature: X \_\_\_\_\_ Date: \_\_\_\_\_

All cancellations must be received in writing and all premium positions (banners) are NON-cancelable. Cancellations of online ads will be pro-rates to the next 30 days exposure with a \$50.00 processing fee. Submission and/or approval of online advertising copy must be received within 60 days of the contract. (COI-00018)

**Please sign and return to:**



# Professional Services Directory

## Management Company Members Premier Listing Package

Premier Listings are designed to offer heightened visibility within **Professional Services Directory** by appearing in on top of all basic listings. Premier Listings will appear in the order in which they are reserved—first come, first listed.

Premier Listings include all basic contact information, extended company profile, product/service description with full-color image, additional contact information, Google Map It and Site Search and links to Facebook, Twitter and LinkedIn. Listings will be active for one year.

**\$340**

*Includes five (5) product/service category listings of your choice. Additional category listings are \$50 each.*



### Guaranteed Position

For companies that want to ensure top visibility in their category, we offer guaranteed placement above your competitors. When visitors click on a product/service category on the home page of the **Professional Services Directory**, your company is the first that they see. *Includes Premier Listing upgrade.*

**Category Sponsor #1** | \$599

**Category Sponsor #2** | \$499

**Category Sponsor #3** | \$399

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### Video Upgrade

Bring your Premier Listing to life! Add a video with sound that shows your product or company in real life. Videos can run up to 5 minutes.

**Upgrade** | \$200

## Advertiser Information:

Company Name: \_\_\_\_\_

Primary Contact: \_\_\_\_\_ Position: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State/Province: \_\_\_\_\_ Zip/Postal Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

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**\$340**

*Includes five (5) product/service category listings of your choice. Additional category listings are \$50 each.*



### Guaranteed Position

For companies that want to ensure top visibility in their category, we offer guaranteed placement above your competitors. When visitors click on a product/service category on the home page of the **Professional Services Directory**, your company is the first that they see. *Includes Premier Listing upgrade.*

**Category Sponsor #1** | \$899

**Category Sponsor #2** | \$799

**Category Sponsor #3** | \$699

Naylor charges a \$50 artwork surcharge for artwork creation or changes.

This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

### Advertiser Information:

Company Name: \_\_\_\_\_

Primary Contact: \_\_\_\_\_ Position: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State/Province: \_\_\_\_\_ Zip/Postal Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

**I agree to all the terms of the rate sheet and this contract as applicable for my company.**

Payment Authorization Signature: X \_\_\_\_\_ Date: \_\_\_\_\_

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# Professional Services Directory

## Premier Listing Categories

Our **Professional Services Directory** allows visitors to locate your business quickly and easily. Your Premier Listing will appear under the categories of your choice, ensuring that your company is seen by those in the market for your products and services.

**Five free categories are included with your Premier Listing**, and additional categories are only \$50 each. *Bold terms are for grouping purposes only and are not available for selection.*

- Accountant/CPA
- Appraisals
- Architects/Architectural Review
- Attorneys
- Banking and Financial Services
- Builder/Developers
- Chimney Sweeping/Cleaning
- Collections
- Concierge Services
- Concrete Repair
- Consulting
- Deck Products and Services
- Design/Plant Services
- Document Processing
- Election Services
- Electrical Service
- Elevators
- Employment Services
- Engineers
- Environmental Services
- Facades
- Fencing
- Fire Safety Equipment
- Flooring
- Foundation Repair
- General Contractor
- Gutters
- Heating, Ventilating,  
Air Conditioning
- HOA Maintenance Manuals
- Human Resources/Benefits/Payroll
- Hurricane Protection
- Inspection Services
- Insulation
- Insurance
- Janitorial
- Lake and Pond Management
- Landscaping/Lawn Care
- Laundry Room Equipment/Maintenance
- Lighting
- Maintenance
- Management Company
- Management Software
- Marketing
- Masonry
- Mediation
- Newsletters/Publications/Printing
- Other
- Outdoor/Patio Furniture
- Painting Services and Retailers
- Parking/Towing
- Paving
- Payment Coupons
- Pest Control
- Pet Waste Removal
- Plumbing
- Pool Services
- Pressure Washing/Steam Cleaning
- Promotional Products
- Realtor
- Recreational/Playground  
Equipment
- Reserve Studies
- Restoration Services
- Roofing
- Security Products and Services
- Siding
- Signs/Mailboxes
- Street Sweeping
- Telecommunications
- Tree Care Services
- Utility/Solar/Energy Services
- Waste Management Services
- Water Damage Prevention
- Water Extraction/Mold Remediation
- Waterproofing
- Websites/Internet Service Providers

Five (5) free categories with any Premier Listing. Additional listings are \$50 each. No limit.

\_\_\_\_\_ **Additional Categories X \$50 = \$** \_\_\_\_\_

**Initial:** \_\_\_\_\_ **Date:** \_\_\_\_\_

