

# 2023 PRINT & AD DIGITAL TECHNICAL SPECIFICATIONS



## PRINT ADVERTISING

### Community Assets, Education Catalogue, Expo Program Guide, and Excellence Awards Gala Program

Outside Back Cover*	9" w x 11.5" h
Inside Front Cover*	9" w x 11.5" h
Inside Back Cover*	9" w x 11.5" h
Full Page Ad*	9" w x 11.5" h
Full Page Ad (no bleed)	8.5" w x 11" h
Half Page Ad	8" w x 4.95" h
Quarter Page Ad	3.9" w x 4.95" h
Business Card Ad	3.5" w x 2" h

### Member Resource Guide

Outside Back Cover*	6" w x 8.75" h
Inside Front Cover*	6" w x 8.75" h
Inside Back Cover*	6" w x 8.75" h
Opposite Inside Front Cover*	6" w x 8.75" h
Divider Page Ad*	6" w x 8.75" h
Full Page Ad	4.5" w x 7.25" h
Half Page Ad	4.5" w x 3.5" h
Business Card Ad	3.5" w x 2" h

\* full bleed dimensions given

### Important note about bleeds:

- The outer .25", or bleed area, of your ad will be cut off to create a finished 8.5" x 11" size (for Assets, Education Catalogue, Expo Program Guide, and Awards Gala) or 5.5" x 8.5" size (for Resource Guide). Images and colors should be extended to the end of the page; however, no words or important details should be included here.
- An additional .25", or safe zone area, will not be cut off; however, no important text or details should be included in safe zone area to ensure no inadvertent cropping of critical detail.

## Due Dates

### Community Assets magazine

January / February issue	12.01.2022
March / April issue	02.01.2023
May / June issue	04.01.2023
July / August issue	06.01.2023
September / October issue	08.01.2023
November / December issue	10.01.2023

**2023 Expo Program Book** 03.10.2023

### Education Catalogue

Winter / Spring issue	12.15.2022
Summer / Autumn issue	05.15.2023

**Member Resource Guide** 02.01.2023

## DIGITAL ADVERTISING

### Due Dates & Specs

#### The Minute Monthly Newsletter

15th of the month prior to ad placement  
(i.e. January 2023 ads due December 15, 2022)

#### InSeason Quarterly Email

Winter	12.15.2022
Spring	02.15.2023
Summer	05.15.2023
Autumn	08.15.2023

**Website Banners** 01.02.2023

**Website Inside Webpage Ad** 01.02.2023

Other advertisements have floating / negotiable deadlines. Your Premier Partner Concierge Team will work with you on those deadlines.

#### The Minute, Well Managed Weekly, inSeason ENewsletter Header & Footer Ads

Header & Footer Ad 1024 px w x 250 px h

#### Sponsored Spotlight Email

Partners who purchase a Sponsored Spotlight Email will be asked to complete a brief questionnaire about their company and to provide a high resolution version of their logo and 3 or 4 high resolution photographs to be included in the blog post.

#### Sponsored Content with Social Media Boost

Partners who purchase Sponsored Content will be asked to provide an approximately 500 word educational article which will be posted to our website and advertised to CAI's 1,900 followers on LinkedIn.

#### Website Carousel Banner Ads

Partners who purchase a Website Homepage Slider Banner will be asked to provide a digital file sized 450 px w x 160 px h.

#### Website Logo & Link Ads

Partners who purchase a Logo & Link Ad will be asked to provide us with their logo for placement on the webpage they've selected.

**For digital files: .jpg, .png, .gif, .pdf files preferred.**



KEYSTONE CHAPTER  
**community**  
ASSOCIATIONS INSTITUTE

