

# Ready to Unlock Your Opportunities?



## PRINT ADVERTISING

### Community Assets, Education Catalogue, & 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

### 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, and Awards Gala). 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.

### Member Resource Guide

Outside Back Cover	4.75" w x 7.5" h
Inside Front Cover	4.75" w x 7.5" h
Inside Back Cover	4.75" w x 7.5" h
Opposite Inside Front Cover	4.75" w x 7.5" h
Divider Page Ad	4.75" w x 7.5" h
Full Page Ad	4.75" w x 7.5" h
Half Page Ad	4.75" w x 3.5" h
Business Card Ad	3.5" w x 2" h

### Welcome Kit Flyer

Flyer	8.50" w x 11" h
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300-400 flyers should be mailed to: CAI Keystone, 1100 E Hector Street, Suite 460, Conshohocken, PA 19428 by January 3, 2025.

## Due Dates

### Community Assets magazine

January / February issue	12.01.2024
March / April issue	02.01.2025
May / June issue	04.01.2025
July / August issue	06.01.2025
September / October issue	08.01.2025
November / December issue	10.01.2025

Member Resource Guide	01.31.2025
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## DIGITAL ADVERTISING

### Due Dates & Specs

#### The Minute Monthly Newsletter

1st of the month prior to ad placement  
(i.e. January 2025 ads due December 1, 2024)

#### InSeason Quarterly Email

Winter	12.15.2024
Spring	02.01.2025
Summer	05.01.2025
Autumn	08.01.2025

Website Banners	01.03.2025 450 px w x 160 px h
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Website Logo & Link Ads	01.03.2025
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Partners who purchase a Logo & Link Ad will be asked to provide us with their logo for placement on the webpage they've selected.

#### The Minute, Well Managed Weekly, inSeason ENewsletter Ads

Header Ad Dimension	1024 px w x 250 px h
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*Below advertisements have floating / negotiable deadlines.*

*Your Key Partner Concierge will work with you on those deadlines.*

#### Sponsored Spotlight Email

Partners who purchase a Sponsored Spotlight Email are 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. **Please submit no later than 2-weeks prior to the publication date.**

#### 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 2,266 followers on LinkedIn. **Please submit no later than 2-weeks prior to the publication date.**

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