



PENNSYLVANIA AND
DELAWARE VALLEY CHAPTER

community
ASSOCIATIONS INSTITUTE

CAI PUBLICATIONS TECHNICAL SPECIFICATIONS | 2018

Community Assets chapter magazine

Full color, forty pages (including covers), published six times a year.

January / February	Advertising placement deadline: 12.10.2017
March / April	Advertising placement deadline: 02.10.2018
May / June	Advertising placement deadline: 04.10.2018
July / August	Advertising placement deadline: 06.10.2018
September / October	Advertising placement deadline: 08.10.2018
November / December	Advertising placement deadline: 10.10.2018

Advertising sizes

Full Page	Full bleed: 8.8" w x 11.3" h No bleed: 8.5" w x 11" h
Half Page	7" w x 4.75" h
Quarter Page	4.1" w x 4.6" h
Business Card	3.5" w x 2" h

All ads should camera ready artwork to the exact size specified. Ads sent at the wrong size will be scaled to fit within size or rejected at CAI's discretion. Ads should be sent in 300 dpi high resolution digital format, saved as a EPS, PDF, or PNG file. Ads are full color.

Membership Directory & Resource Guide chapter membership guide

Black and white, except for covers and divider pages, which are printed in color, published annually.

Advertising placement deadline: 02.15.2018

Advertising sizes

Cover pages / Divider pages	Full bleed: 5"w x 8.25" h
Full Page	4.50" w x 7.25" h
Half Page	4.50" w x 3.50" h
Business Card	3.5" w x 2" h

All ads should camera ready artwork to the exact size specified. Ads sent at the wrong size will be scaled to fit within size or rejected at CAI's discretion. Ads should be sent in 300 dpi high resolution digital format, saved as a EPS, PDF, or PNG file. Ads are black and white except for cover and divider pages.



PENNSYLVANIA AND
DELAWARE VALLEY CHAPTER

community
ASSOCIATIONS INSTITUTE

CAI PUBLICATIONS TECHNICAL SPECIFICATIONS | 2018

Annual Conference & Expo Program Book event program book and exhibitor directory

Black and white, except for covers and divider pages, which are printed in color, published annually.

Advertising placement deadline: 03.01.2018

Advertising sizes

Full Page	Full bleed: 8.8" w x 11.3" h No bleed: 8.5" w x 11" h
Half Page	7" w x 4.75" h
Quarter Page	4.1" w x 4.6" h
Business Card	3.5" w x 2" h

All ads should camera ready artwork to the exact size specified. Ads sent at the wrong size will be scaled to fit within size or rejected at CAI's discretion. Ads should be sent in 300 dpi high resolution digital format, saved as a EPS, PDF, or PNG file. Ads are black and white except for cover and divider pages.

CAI Contact

For advertising sales, please contact:

Anne Yannarella

Marketing & Membership Coordinator

phone: 610.783.1315, x14 | e-mail: anne@cai-padelval.org

Advertisements should be sent via e-mail to:

Michael Shaw

Communications & Programs Manager

phone: 610.783.1315, x13 | e-mail: mike@cai-padelval.org

If your ad is too large for e-mail, please contact Michael directly and he will provide you with an alternate method to transmit your ad.

601 S. Henderson Road
Suite 151
King of Prussia, PA 19406

610.783.1315 | Phone
610.783.1318 | Fax
877.608.9777 | Toll-Free

info@cai-padelval.org
www.cai-padelval.org