

DIGITAL AD SPECIFICATIONS

All advertising must be pre-paid and your membership with the CAI Arizona **MUST** be current.

CAI AZ Annual Sponsors: Your sponsorship package may include digital advertising and/or a discount on directory / magazine ads. Please review your Annual Sponsorship packet for more information.

Artwork Requirements:

All digital color and greyscale artwork must be supplied at 72 dpi. High-res JPEG and PNG files are accepted. Images for printing are not suitable for Web. All color artwork must be in RGB mode; black-and-white artwork must be in either greyscale or bitmap mode. CMYK mode artwork is not accepted. The quality of these formats cannot be guaranteed. Advertiser supplies URL ad should link to. Email addresses can be used as a URL/Web link. Minimum of 18 pt font size (depending on font style) is recommended for legibility purposes when viewing digital editions. Ad server tags and URL click trackers are accepted.

Proofs and Revisions:

CAI AZ will provide a one-time proof prior to publishing. CAI AZ charges a \$50 artwork surcharge for artwork changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Ad Material Upload:

Go to the CAI AZ website at www.cai-az.org/adupload

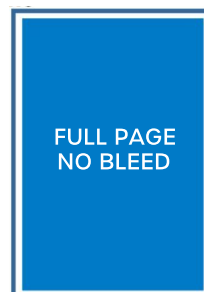
If you have any questions regarding the mechanical specifications, contact Kayte Comes at kayte@cai-az.org or 602-388-1159.

NEW IN
2022

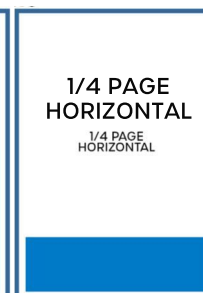
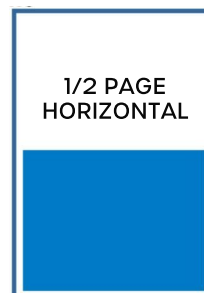
Digital Banner Ads:

CAI AZ has digital marketing opportunities on two online media platforms (Fliphtml5 and CAI-AZ.Org). Check with CAI AZ to find the correct digital banner ad specs or true text advertising package best for you. Please visit www.cai-az.org/digitaladvertising

Directory publication format: 8.375" x 10.875"



LIVE AREA:
FULL PAGE:
4.5" x 7.5" or 432 x 720 px
1/2 PAGE:
4.5" x 3.5" or 432 x 336 px
1/4 PAGE:
4.5" x 2" or 432 x 192 px



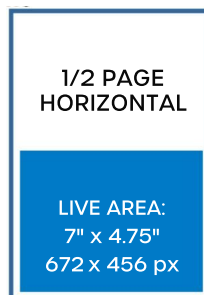
Magazine publication format: 8.375" x 10.875"



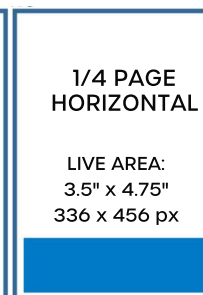
LIVE AREA:
8.5" x 11"
816 x 1056 px



LIVE AREA:
8.375" x 10.875"
804 x 1044 px



LIVE AREA:
7" x 4.75"
672 x 456 px



LIVE AREA:
3.5" x 4.75"
336 x 456 px

Advertiser indemnifies Community Association Institute AZ (CAI AZ), against any and all known or unknown losses or liabilities arising from this, or any CAI AZ advertising. CAI AZ assumes no liability, except to the extent of a one-time free advertisement of the same specification in the next or similar publication as decided by CAI AZ in its sole and exclusive discretion, if proven or admitted errors or omissions have occurred. Payment for advertising to CAI AZ due upon receipt of invoice. Advertiser acknowledges and agrees that revisions to previously submitted ad copy are subject to additional surcharges. Advertiser also gives unqualified consent to Advertiser's ad(s) appearing in an online version of this publication. Acceptance of this contract and advertising content is subject to the approval from the Executive Director of CAI AZ. The Advertiser represents and warrants that they have the legal right to use any artwork, photographs, logos, images, drawings, or other similar visual arts supplied to CAI AZ in the manner contracted, and Advertiser expressly indemnifies CAI AZ from all claims by any person or entity alleging improper use, whether or not an action is initiated against CAI AZ. Guaranteed (premium) position sales cannot be cancelled. Any attempted cancellation must be requested in writing prior to the Cancellation Deadline. Advertisers will be billed on the number of insertions upon which their contract has been based.