

CIA-Commercial Inspectors Association of America



**"SHOUT OUT,"
TO GROW YOUR BUSINESS!**

CIA is proud to offer numerous advertising opportunities including print advertising in the *CIA Insider*, Website advertising on ciaaweb.org as well as email blasts and mailing list purchases.

Enclosed in this packet is a complete overview of advertising opportunities. Please contact us with any questions.



CIA is an organization committed to providing commercial inspectors the tools needed to perform Property Condition Assessments at a professional level.



Acceptable Formats of Submitted Advertising/Graphic Materials

1. DIGITAL FILES

All Files will be placed in InDesign for MAC environment.

MacIntosh or Windows formatted CD ROMs are accepted. Fonts and images must be included (for all fonts not included, substitutions will be utilized for likeness and can not be guaranteed).

The following MacIntosh and/or Windows desktop publishing software is accepted:

Preferred Formats:

Adobe Illustrator: Embed any images-do not link Save Files with PC and/or 8-bit previews. Convert all fonts to outlines/paths.

Adobe PhotoShop: Save files as either *.TIF, *.EPS, *.PSD with PC and/or 8-bit PC previews. [*JPG and *.GIF accepted for www-placement only]. Flatten all layers in *.PSD file.

Adobe Acrobat: PDF accepted. Embed any fonts and/or images (fonts not embedded, substitutions will be used). Distill artwork at a minimum 350 DPI.

File Naming:

Use only numbers and alphabet characters in file names. Use PC extensions such as *.AI, *.EPS, *.TIFF.

The advertiser should name their files with their company name. Also name all logos with your company name. Any generic names such as picture.tif, etc., will not be used.

2. Design Services

We will design and layout ads for advertisers at the rate of \$105/hr. A rough layout is required. Logos sent via fax will need to be re-created as the quality is not adequate for printing. Logos should be supplied on disk.

Changes to new and/or existing advertisements will be billed at a rate of \$105/hr.

Advertising Notes:

Charges may apply at a rate of \$105/hr to advertising manipulations/file handling.

CIA reserves the right to substitute missing fonts and to resize improperly sized ads. Color fidelity can not be guaranteed. Supply matchprints as color keys. Color copies or laser prints are not considered accurate for color proofing. Advertising usage of PMS color(s) is not allowed, all PMS color must be converted to CMYK color. CIA reserves the right to apply additional charges if color conversion is not done.

For further information or questions on graphic submissions, please contact:

CIA Art Department At:

2150 Pless Dr. Suite 8A
Brighton, Mi. 48114
P: 866-434-9779
F: 810-229-6271

Advertising in CIA Newsletter

ADVERTISING RATES AND SIZES

Only Affiliate Members of Commercial Inspectors Association of America receive the discounted Affiliate Member Discount. Companies not Affiliate members will not receive the discounted rates.

AFFILIATE MEMBER SILVER PRICING*

AD	WIDTH	HEIGHT	COLOR	B&W
1/9 PAGE	2.5"	3"	\$191	\$148
1/6 PAGE	2.33"	4.875"	\$229	\$174
1/3 PAGE	2.333"	10"	\$314	\$255

AFFILIATE MEMBER PLATINUM PRICING*

AD	WIDTH	HEIGHT	COLOR	B&W
1/9 PAGE	2.5"	3"	\$169	\$131
1/6 PAGE	2.33"	4.875"	\$203	\$154
1/3 PAGE	2.333"	10"	\$277	\$225

NON- MEMBER PRICING*

AD	WIDTH	HEIGHT	COLOR	B&W
1/9 PAGE	2.5"	3"	\$225	\$175
1/6 PAGE	2.33"	4.875"	\$270	\$205
1/3 PAGE	2.333"	10"	\$370	\$300

**10% discount added if single order includes 5 or more issues*

Advertising in the *CIA Insider*

CONTRACT TERMS AND CONDITIONS

1. Advertiser assumes all responsibility for the content of its advertisements and for the obligations of its agents or representatives. Advertiser agrees to be solely liable for the content of its advertising. Advertiser hereby agrees to indemnify Commercial Inspectors Association of America, Inc. (CIA), CIA's Board of Directors, the *CIA Insider*, and the editorial/advertising staff and to defend and hold them harmless from any and all claims suits of any kind that may be asserted against them by others by reason of the content of any advertisement published in the *CIA Insider*.
2. The liability of CIA, CIA's Board of Directors, the *CIA Insider* and its editorial/advertising staff for any error for which they may be held legally liable shall not exceed the cost of the advertising space.
3. In the event that the Advertiser pays at a discounted rate for running multiple spots and then in any event does not run said spots, it is agreed the Advertiser will pay for ALL spots committed to at the regular rate to cover commitment.
4. CIA and the *CIA Insider* reserve the right to label "Advertising" on any advertisement not prominently identified by the advertiser's trademark or which resembles or may be mistaken for editorial content.
5. CIA and the *CIA Insider* reserve the right to reject any advertisement, or insertion at any time for any reason. In such an event, CIA will return any unused advertising fees paid. CIA also reserves the right to reject any advertisement that may be sensitive in nature, considered offensive or done in poor taste.
6. A service charge of \$105 per hour will be applied to any advertiser that requests CIA to modify any of their advertisement materials submitted for replacement.
7. CIA will not guarantee or agree to place any advertisement in any certain position in the *CIA Insider* unless previously paid for and agreed by the Advertising Department for position placement.
8. Full payment is due at the time of invoicing. All applicants that have never advertised within the *CIA Insider* must pay invoice in full before advertisement will run. All other applicants pre-approved will be billed NET 30. Any invoices that are not paid within 90 days of invoice will be suspended of current advertising and any advertising scheduled until bill is paid in full. Your agreement for NET 30 will be changed to Paid Upon Invoice. Advertiser agrees to pay any and all attorney fees and costs for collection.
9. Unless previously agreed, multiple insertions must run within 12 month period.
10. No advertisement will be accepted without a signed contract.
11. Any reference to Commercial Inspectors Association of America, CIA, or use of the CIA logo in any advertisement shall include the use of the symbol TM.
12. No advertisement will be accepted that notes that a program offers "certification" in the commercial inspection or Property Assessment industry.
13. No advertisement will be accepted that notes any other inspection association (i.e. ASHI, NAHI, HIF, CREIA, NACHI etc.).
14. Payment is due in US Currency

Advertiser

Date

Advertising Manager

Date

Advertising in the CIA Insider

ADVERTISEMENT PLACEMENT ORDER FORM EFFECTIVE JANUARY 2008

Advertiser (Company Name) _____

Name Of Contact Person _____

Address _____

City, State, Zip _____

Phone _____ Fax _____ Email _____

ISSUE	SUBMISSION DEADLINE	SIZE	B/W OR COLOR
JAN/FEB 08	DEC. 15 2007	_____	_____
MAR/APR 08	FEB. 15 2008	_____	_____
MAY/JUNE 08	APR 15 2008	_____	_____
JUL/AUG 08	JUNE 15 2008	_____	_____
SEPT/OCT 08	AUG 15 2008	_____	_____
NOV/DEC 08	OCT 15 2008	_____	_____

If Advertiser has not published advertisement within a 12 month period, payment is due upon receipt of invoice. All others will be billed NET 30 and will be due upon receipt of payment date on invoice. No advertisements will be accepted with out signed contract. Please forward payment, order form and contract to CIA Headquarters.

Payment Method

☐ Check ☐ Visa ☐ Mastercard ☐ American Express ☐ Discover

Credit Card # _____ CSC# _____ Exp. Date _____

Cardholder Name _____

Authorized Signiture _____

CIA. 2150 Pless Dr. Ste. 8A. Brighton, MI. 48114

P: 810-229-6019 F: 810-229-6271

Advertising on www.ciaaweb.org!

CIA Website Banner Advertisements- \$1200 per year

(One Home Page Rotating Banner & One Static Banner Included)

AD SIZE DIMENSIONS: 600 Pixels Wide x 82 Pixels High

One ad will be placed on the CIA homepage as part of the rotating banner.
The second ad placement will be the advertisers choice based on availability.

Advertiser (Company Name)_____

Name Of Contact Person_____

Address_____

City, State, Zip_____

Phone_____Fax_____Email_____

Payment Method

☐ Check ☐ Visa ☐ Mastercard ☐ American Express ☐ Discover

Credit Card # _____ CSC# _____ Exp. Date _____

Cardholder Name _____

Authorized Signature _____



**COMMERCIAL INSPECTORS ASSOCIATION
OF AMERICA**

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email: info@ciaaweb.org