



2010 Marketing Opportunities

Advertising, Marketing & Specifications



10 MARKETING

NEW FOR 2010!

CHPA publications are going digital! This new feature will provide advertisers with **more visibility** and **increased functionality** than ever before. By moving the CHPA newsletter to a digital publication, advertisers will gain:

- Full color advertisements
- Increase visibility among CHPA members by 55% with an additional 500 members receiving the newsletter
- Increased functionality by linking your advertisement to your website or a specific page on your website. We can also add a link to your email address to put customers directly in touch with you.
- The ability to share the publication electronically increases your opportunity to gain even more visibility with new clients.

CHPA News

CHPA News is the primary vehicle of communication between the Association, its members and the industry at large. Sent quarterly to all CHPA members, *CHPA News* circulation includes bonus distribution at Association conferences and on the CHPA website.

CHPA News offers one-time (1X) and four-time (4X) rates for display advertisements. Combining to advertise in four consecutive issues results in substantial savings on each issue. Prices below are per frequency.

Black & White	Members 1x	Non-Members 1x	Members 4x	Non-Members 4x
Premium Page 2	\$1000	\$1200	\$3600	\$3800
Full Page	\$600	\$800	\$2000	\$2200
1/2 Page	\$400	\$600	\$1200	\$1400
1/4 Page*	\$300	\$500	\$1000	\$1200

President's Club Members: As a member benefit, you receive a free 1/4 page advertisement and 50% off published prices above for all CHPA News.

CHPA eNews

CHPA eNEWS is the online version of *CHPA News*. Sent monthly* to all CHPA members. *CHPA eNEWS* helps readers stay informed on events in the corporate housing industry. Prices listed below per frequency. **Not published in the four months CHPA News is published.*

	Member	Non-Member
1x	\$200	\$300
4x	\$600	\$700
8x	\$1000	\$1100

Actual size of a 250 x 250 pixel advertisement

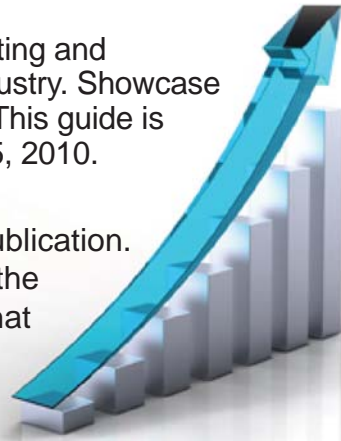
Actual size of a 600 x 100 pixel advertisement

ADVERTISING

Membership Directory Advertising

The CHPA Membership Directory is a member resource listing and advertising of goods/services for the corporate housing industry. Showcase your products and services to CHPA members worldwide. This guide is open to current CHPA members only. Deadline: January 15, 2010.

The CHPA 2010 Membership Directory will be a digital publication. Associate Partners and President's Club members have the opportunity take advantage of full color advertisements that will be interactive. Members can click your email address or advertisement and be taken directly to you. Reserve your space today!



Advertisement	Associate Partner	President's Club
Full Page	\$300	\$200
1/2 Page	\$200	FREE
50-Word Text Ad	FREE	FREE

Website Advertising

Rotating Photo

CHPA features photos of members' property and products on the website for free. Photos will be rotated and removed after one (1) year. (Members Only)
Cost: Free | Frequency: one (1) year

Banner Advertisement

CHPA offers banner advertisements on the home page at www.chpaonline.org. The positions are available for a period of three (3) months. No more than four (4) banner positions will be on the home page at a given time.* The banner will be linked to the website of your choice and may be static or animated.

Cost: \$500 | Frequency: Three (3) months

* Excluding the month of February, which is reserved for our Visionary Partner Annual Conference sponsors.

Corporate Housing Industry Report - 2010

This annual report is the most comprehensive source of information on the corporate housing industry. Every year, it is distributed to all of the participants, which includes members and non-members. Advertising opportunities in this publication are available.

- Full page - \$2,500
- Half page - \$1,250
- Quarter page - \$650

Membership Mailing List Rental

CHPA members are some of the most successful and profitable companies and service providers in corporate housing. By using the CHPA membership list, you can reach key decision makers that affect business decisions, consumers and development. Lists can be rented by state, membership category, national and/or international membership.

Please contact the CHPA office for more details about list rentals.

SPONSORSHIP

Webinar Sponsorship Opportunities

CHPA's webinar series provides attendees with the opportunity to gain valuable education and information about corporate housing and other topics that influence the industry -- all from the convenience of their home or office. These events allow people to view the presentation as well as hear the presentation. All webinars are recorded and archived on the CHPA website, allowing continued visibility.

Cost: \$500 | Frequency: 6 per year

Sponsorship details:

- Two (2) complimentary webinar registrations (\$150 value)
- Company logo to appear in marketing promotions and on-screen at the beginning and the end of the webinar presentation
- Opportunity to address the participants at the end of the presentation with a two (2) minute commercial regarding product or service
- Opportunity to introduce the speaker
- Access to an attendee list immediately following the presentation for marketing purposes



Network Connections

These events are informal meetings that occur every year throughout the US and Canada. They offer the industry the chance to learn and discuss market trends and issues, as well as the opportunity to connect with other corporate housing industry professionals in the area. All sponsors will be recognized on the invitations, on the CHPA website and at the event by the host. Sponsors and hosts will work together to determine how best to hold an event.

Cost: \$250 | Frequency: As planned



Advertisements

CHPA News

- Full page, full bleed – 8.75" x 11.25" (trim size is 8.5" x 11")
- Half page horizontal – 8.75" x 5.5"
- Quarter page vertical – 4.0" x 5.25"

Accepted files in full color:

- TIFF
- EPS
- JPG
- High-res PDF

Deadlines:

- January 6, 2010
- March 28, 2010
- June 28, 2010
- September 28, 2010

CHPA eNews

- 600 x 100 pixels
- 250 x 250 pixels

Accepted files in full color:

- JPG
- GIF
- PNG

Deadlines

- January 28, 2010
- February 28, 2010
- April 28, 2010
- May 28, 2010
- July 28, 2010
- August 28, 2010
- October 28, 2010
- November 28, 2010

Banner Advertisements

- 468 x 60 pixels
- May be static or animated
- Hyperlinked to website

Accepted files in full color:

- GIF
- JPG

CHPA Membership Directory

- Full page, full bleed – 8.75" x 11.25" (trim size is 8.5" x 11")
- Half page horizontal – 8.75" x 5.5"
- 50-word Text Ad

Accepted files in full color:

- TIFF
- EPS
- JPG
- High-res PDF

Deadline:

- January 15, 2010

For questions about advertising and marketing, please contact:

Amanda Cook

Director of Membership and Marketing, CHPA
acook@chpaonline.org | www.chpaonline.org
Phone (317) 328-4631 | Fax (317) 280-8527

SPECIFICATIONS

CHPA 2010 Marketing and Advertising Opportunities

CHPA News - Digital Edition

Frequency	Member Price		Non-Member Price	
	1X	4X	1X	4X
Premium Page 2	<input type="checkbox"/> \$1000	<input type="checkbox"/> \$3600	<input type="checkbox"/> \$1200	<input type="checkbox"/> \$3800
Full Page	<input type="checkbox"/> \$600	<input type="checkbox"/> \$2000	<input type="checkbox"/> \$800	<input type="checkbox"/> \$2200
1/2 Page	<input type="checkbox"/> \$400	<input type="checkbox"/> \$1200	<input type="checkbox"/> \$600	<input type="checkbox"/> \$1400
1/4 Page	<input type="checkbox"/> \$300	<input type="checkbox"/> \$1000	<input type="checkbox"/> \$500	<input type="checkbox"/> \$1200

* Prices are per frequency

CHPA eNews

Frequency	Member Price			Non-member Price		
	1x	4x	8x	1x	4x	8x
600 x 100 pixels or 250 x 250 pixels	<input type="checkbox"/> \$200	<input type="checkbox"/> \$600	<input type="checkbox"/> \$1000	<input type="checkbox"/> \$300	<input type="checkbox"/> \$700	<input type="checkbox"/> \$1100

* Prices are per frequency

Membership Directory Advertising

Size	Associate	President's Club
Full Page	<input type="checkbox"/> \$300	<input type="checkbox"/> \$200
Half Page	<input type="checkbox"/> \$200	<input type="checkbox"/> FREE
50-Word Text	<input type="checkbox"/> FREE	<input type="checkbox"/> FREE

Corporate Housing Industry Report Advertising

To be provided to The Highland Group for the 2010 Corporate Housing Industry Report

<input type="checkbox"/> Full Page - \$2,500
<input type="checkbox"/> Half Page - \$1,250
<input type="checkbox"/> Quarter Page - \$650

Webinar Sponsorship

	Member Price	Non-member Price
600 x 100 pixels or 250 x 250 pixels	<input type="checkbox"/> \$500	<input type="checkbox"/> \$750

Company: _____

Contact: _____

Address: _____

City: _____ State/Province: _____ Postal Code: _____

Telephone: (____) _____ Fax: (____) _____

Email: _____

Web Address: _____

PAYMENT INFORMATION

Check (payable to CHPA) Visa Mastercard AmEx

Total Amount: _____ Billing Zip Code: _____

Credit Card # _____ Exp. Date: _____

Signature: _____

Questions? Contact Amanda Cook at acook@chpaonline.org or (317) 328-4631
 Return forms to: acook@chpaonline.org | Fax (317) 280-8527
 CHPA, 9100 Purdue Rd., Ste. 200, Indianapolis, IN 46268