



**COMMON
INTEREST
MAGAZINE**

An affordable magazine targeted to your ideal audience.

ADVERTISING 2021

CAI Members—Promote your company to thousands of people in your target market every quarter by advertising in Common Interest Magazine, the Nationally Award Winning Publication of the Illinois Chapter of CAI.

Over 1,800 magazines are delivered in print quarterly and are also available electronically to thousands more with live website links to your advertisement.

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Register on-line at:
www.cai-illinois.org/advertising

ORDER INFORMATION <i>(indicate advertising issues)</i>			
<input type="checkbox"/> Winter 2020(December mailing) - closes Nov 1, 2020	<input type="checkbox"/> Fall 2021(September mailing) - closes Aug. 1, 2021	<input type="checkbox"/> Spring 2021(March mailing) - closes Feb. 1, 2021	<input type="checkbox"/> Winter 2021(December mailing) - closes Nov. 1, 2021
<input type="checkbox"/> Summer 2021 (June mailing) - closes May 1, 2021	<input type="checkbox"/> Spring 2022 (March mailing) - closes Feb. 1, 2022		

ADVERTISING TYPE <i>(Circle which apply)</i>	SINGLE PLACEMENT PRICING (per issue)		MULTIPLE PLACEMENT PRICING (per issue)	
	Member (1 issue)		Member (2-3 issues)	Member (4-6 issues)
Pull-Out Sponsor	\$3,500		\$ - - - -	\$ - - - -
Back Cover (Full color only)	\$2,400		\$2,325	\$2,225
Inside Front Cover (Full color only)	\$1,975		\$1,925	\$1,850
Inside Back Cover (Full color only)	\$1,975		\$1,925	\$1,850
Full Page	\$1,395		\$1,345	\$1,290
Half Page (Island)	\$1,215		\$1,165	\$1,110
Half Page (Vertical)	\$965		\$940	\$910
Half Page (Horizontal)	\$965		\$940	\$910
Quarter Page	\$695		\$675	\$640
Sixth Page	\$495		\$475	\$465
Deluxe Classified	\$450		\$425	\$400

COLOR RATES	(1 ISSUE)	(2-3 ISSUES)	(4-6 ISSUES)
2nd Color	\$ 225 Additional	\$ 200 Additional	\$ 175 Additional
Full Color	\$ 350 Additional	\$ 325 Additional	\$ 300 Additional

OTHER FEATURES	
<input type="checkbox"/> Front Cover Positioning \$4,500 (Including Feature Story)	<input type="checkbox"/> Specific Positions \$ 200 Additional (Subject to Availability)
<input type="checkbox"/> Full Page Bleed \$200	



Full Page
7-1/2" w x 10" h



Half Page (Island)
4-7/8" w x 7" h



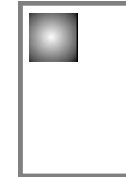
Half Page (vertical)
3-5/8" w x 10" h



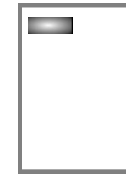
Half Page (horizontal)
7-1/2" w x 4-7/8" h



Quarter Page
3-5/8" w x 4-7/8" h



Sixth Page
3 5/8" w x 3 3/16" h



Deluxe Classified
2-3/8" w x 1" h
50 words or less
Typeset by publisher