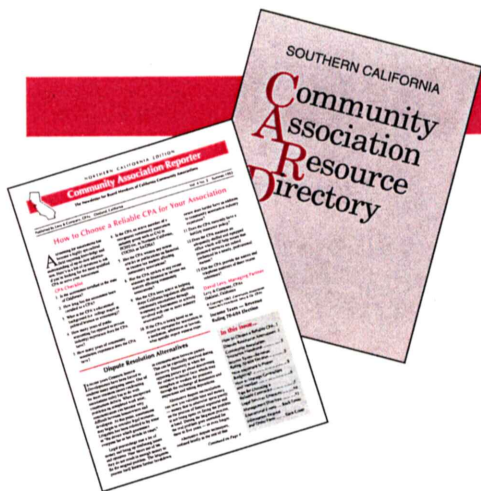


Community Association Information Services



PUBLICATIONS

QUARTERLY NEWSLETTER

Distribution: FREE to Northern California community associations (one per association, approx. 5,000–6,000 per quarter); additional subscriptions are \$19 per year.

Ad Submission Deadlines:

- Nov. 15** — Winter issue, *Published Dec.*
- Feb. 15** — Spring issue, *Published March*
- May 15** — Summer issue, *Published June*
- Aug. 15** — Fall issue, *Published September*

ANNUAL DIRECTORY

Distribution: FREE to Southern California community associations (one per association, approx. 13,000 –15,000 total); additional copies are \$10 each.

Ad Submission Deadline:

January 15 — *Published by March 15*

- Quarterly Newsletter — Northern California
- Annual Resource Directory — Southern California
- On-Demand Mailing Labels — Statewide (see other side)

ADVERTISING CATEGORIES (Newsletter and Directory)

- | | |
|---|---|
| <ul style="list-style-type: none"> Accountants Arbitration & Mediation Architectural & Design Services Assessment Collection & Payment Coupons Attorneys Cable Television & Satellite Dishes Chimney Sweeping Computer Hardware, Software & Service Bureaus Construction & Construction Consulting Consulting Decks Disaster Preparedness Electrical Elevators Fencing Financial Institutions Furnishings — Floor Coverings & Care Furnishings — Appliances, Furniture & Equipment Furnishings — Window Coverings & Care Insurance Janitorial & Maintenance Supply Landscaping Laundry Equipment Leak Detection Lighting Management — Full Service Management — Property Only Management — Financial Only | <ul style="list-style-type: none"> Newsletters & Publications Organizations — Community Associations Painting Paving Pest Control Pools & Spas Plumbing Real Estate Services Reserve Studies Soils Services Roofing Security Siding Signage Street Sweeping Tree Services Utilities Cost Control & Energy Conservation Waterproofing <p>Note: Suggestions for additional categories and/or modification of category titles welcome, however we reserve the right to limit the number of categories to be consistent with the content and number of ads received.</p> <p>Directory Suggestion: Run a classified listing to direct readers to your display ad or classified ad in another category. The referral line is FREE. The listing is 1/2 price when you run a display ad.</p> |
|---|---|

See **MATERIALS & REQUIREMENTS** on other side

DISPLAY AND CLASSIFIED AD SIZES / RATES

Page	Size	Inches Wide	Inches Deep	NEWSLETTER		RESOURCE DIRECTORY		THE "COMPETITION"	
				2 quarters \$ per qtr.	4 quarters \$ per qtr.	\$ per issue	Cost per Assoc Reached	\$ per issue	Cost per Assoc Reached**
DISPLAY	1 full (no bleed)	7.25"	10.00"	\$1,400	\$1,190	\$2,900	22¢	\$1,500	56¢
	2/3 vertical	4.75"	10.00"	1,010	\$ 870	1,950	14¢	1,300	48¢
	1/2 horizontal	7.25"	4.75"	750	640	1,500	11¢	1,000	37¢
	1/3 vertical	2.25"	10.00"	515	440	1,200	9¢	800	30¢
	1/3 square	4.75"	4.75"	515	440	1,200	9¢	800	30¢
	1/6 vertical	2.25"	4.75"	275	235	750	6¢	500	19¢
	inside front covers	all sizes (if avail)		add 20%	add 20%	add 35%			
inside back covers	all sizes (if avail)		add 15%	add 15%	add 25%				
CLASSIFIED*	Camera-ready only	2.25"	2.50"			400	3¢	320	12¢
	5 lines, set by pub.	2.25"	1.25"			225	2¢	140	5¢
	4 lines, set by pub.	2.25"	1.00"			150	1¢	90	3¢

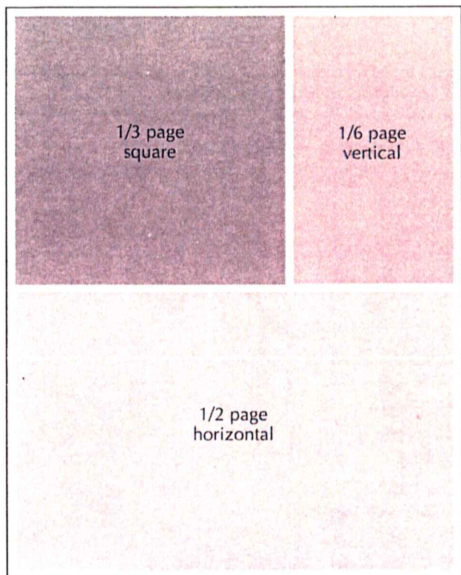
*Pay 1/2 price for classified ad when you run any size display ad in the same issue.
 **Based on advertised "readership" (8/92) and a conservatively-estimated average of five Board members per association.

NOTE: Publisher reserves the right to refuse or cancel any advertising or mailing services for any reason at any time.

Community Association Information Services (continued)

MATERIALS & REQUIREMENTS

Same requirements apply for both quarterly newsletter and annual directory. Three popular display ad sizes are shown below. See other side for a full listing of ad sizes.



Negatives right-reading, emulsion down:
Halftones and screens, 100-133 line.

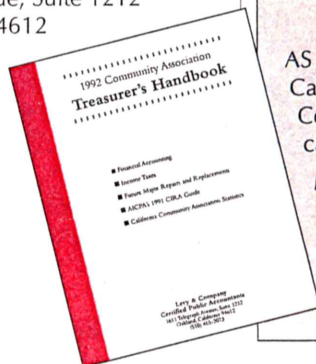
Positives: PMTs or veloxes preferred: furnished to exact size with halftones, screens, and borders in place, 120 line maximum.

If you provide laser printed or xeroxed ads on paper, please supply a copy for each insertion. These cannot be re-used!

Production charges: Camera ready ads submitted at the wrong size will be resized at advertiser's expense. Production services available; call for free estimate.

Payment due by closing date: All advertising must be pre-paid with order by closing date. Make checks payable to Levy & Co. No agency discounts. 50% refund for written cancellations received within 10 days after closing date. No refunds thereafter.

Send art for ads and orders to:
Suzanne Anderson
Levy & Company, CPAs
1611 Telegraph Avenue, Suite 1212
Oakland, California 94612
Tel: (510) 465-2073
Fax: (510) 465-7035



Rates effective 9/92



ON-DEMAND MAILING LABELS

(Available Statewide)

Mailing labels are available for community associations and community association management companies (and/or individual managers at each management company) at the following rates. Custom mailing configurations are also available.

COMMUNITY ASSOCIATIONS* OR MANAGEMENT COMPANIES**

No. of Labels	Rate	No. of Labels	Total Cost of Labels	Cost per Label
1-250	\$250 minimum charge	250	\$250	\$1.00
251-500	\$250 + 58¢ over 250	500	395	.79
501-1,000	\$250 + 45¢ over 250	1,000	588	.59
1,001-2,500	\$250 + 32¢ over 250	2,500	970	.39
2,501-5,000	\$250 + 25¢ over 250	5,000	1,438	.29
15,001-10,000	\$250 + 22¢ over 250	10,000	2,395	.24
10,001+	\$250 + 18¢ over 250	15,000	2,905	.19

Important Note: The foregoing rates **do not** include postage and mailing house charges. All mailings **must** be processed through a mailing house in order to insure confidentiality of the database. We are currently working with Hunter Mail Advertising:

Oakland: (510) 444-1767 (Rich De Senglau) **San Diego:** (619) 453-3730 (Hans Veeder)

*Rates listed are for "standard" mailings based on association location only. For "custom" mailings based on a combination of factors (eg. size, age, condo or PUD, etc.), call for a rate quote.

**Additional manager names at each management company are 25¢ each.

Credit given toward subsequent mailing for copy of returned mailing piece showing label and postal return stamp.

CALIFORNIA COMMUNITY ASSOCIATION STATISTICS

	Number	Avg. Size	Avg. Age
In Northern California (As of 1/92 — 45 counties)			
Santa Clara	1,146	61	11
San Francisco	889	24	10
Alameda	831	89	10
Contra Costa	733	151	11
San Mateo	519	78	11
Other counties	818	-	-
Not currently classified	2,730	-	-
	7,666		
In Southern California (As of 8/92 — 13 counties)			
Los Angeles	6,975	43	10
San Diego	3,599	101	10
Orange	2,150	182	10
Riverside	1,054	243	11
Santa Barbara	480	53	10
Other counties	1,445	-	-
Not currently classified	1,574	-	-
	17,277		

AS OF AUGUST 1992, approximately 350 Northern California and 600 Southern California community association management companies are included in the Levy & Company database. The number of individual managers at each company varies — call for the most recent information.

More detailed association information by location, size and age — including 1980 and 1990 census figures — may be found in the **Northern and Southern California editions of the 1992 Community Association Treasurers Handbook** which is available from Levy & Company, CPAs for \$19 (each edition, plus \$5 sales tax and shipping).

For further information contact Suzanne Anderson at:

Levy & Company, CPAs • 1611 Telegraph Avenue, Suite 1212 • Oakland, CA 94612 • Tel: (510) 465-2073 • Fax (510) 465-7035