



CIC Midwest

A division of **MHA**

MANAGEMENT RESOURCES FOR COMMUNITY ASSOCIATIONS

CIC Midwest Flyer Mailing Advertising Contract

Yes! I want to advertise my company to homeowner association board members and professional managers at 2,200+ Common Interest Communities (owner-occupied townhomes, condominiums and homeowner associations), representing over 68,000 units in the Metro area.

I would like to place my flyer in the following mailings: (please circle and complete the year)

February 20___ **May 20**___ **August 20**___ **October 20**___

Reserve Your Space. Complete and return this contract before the 1st Tuesday of:
January April July September

Email your file to print by the 2nd Tuesday; or deliver 2,300 pre-printed flyers (to allow for stuffing/mailling spoilage) to Johnson Printing in Rochester by the 4th Tuesday of:
January April July September

Cost: \$375 per quarterly mailing. (Price subject to change.)
Additional information is on the reverse side.

(Please print information below.)

Company: _____ Date: _____

Contact: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____

Payment Method: _____ Check (make payable to MHA) _____ Send Invoice _____ MC _____ Visa

Credit Card # _____ Expiration Date: _____

Signature _____ Date: _____

Please return completed contract to: CIC Midwest, c/o MHA, 1600 W. 82nd, St., #110, Bloomington, MN 55431 or Fax: 952-854-3810. Questions? Call 952-548-2214. Thank you!

Please return a signed copy of this contract to:

Connie Kingrey
Minnesota Multi Housing Association
1600 W. 82nd St., Suite 110, Bloomington, MN 55431
Phone: 952-854-8500; Fax: 952-854-3810
Email: connie.kingrey@mmha.com
Website: www.CICMidwest.com

| | |
|--------------|-------|
| MHA Use Only | |
| Date | _____ |
| Check # | _____ |
| Amount | _____ |

MORE INSTRUCTIONS ON REVERSE SIDE

**Expand Your Business
Market to Common Interest Communities**

Advertise in CIC Midwest's Flyer Mailing

Reach Professional Managers and Board Members at 2,200
Owner-Occupied Townhome, Condominium, & Homeowner Associations

The Flyer Mailing Marketing Plan - Include a Coupon!

The CIC Midwest Flyer mailing has generated more interest and requests to receive the mailings than ever before. The envelope gets opened and *saved*. We encourage **you to include a promotional item, such as a coupon, a FREE offer, or informational article on the reverse side of your flyer. Encourage them to reprint it in their community newsletter. In this economy, offering coupons, free consultations, and dollars off, is effective. People keep coupons, which means they will keep your flyer.** The Flyer Mailing and *CIC Midwest News* publication are sent in alternating months. Repeat exposure tends to produce results. One-time mailings/ads are not as effective. Combine Flyer Mailings, *CIC Midwest News* Ads, Lunch & Learn sponsorships, ads in the CIC Midwest Directory and Board Blitz Kit, and a website link for full market coverage.

Printing Flyers

Our mail house is Johnson Printing in Rochester. They will also print your flyer if you wish. Email your file to geoffw@johnson-printing.com in an InDesign, Quark, or high res Pdf or Jpeg document. No Word documents. The prices for 2,200 copies are listed below. For larger quantity rates (all four flyer mailings), or other needs, call Geoff Warner at 1-800-298-7780.

60 lb. Off-set text paper, no bleeds

Black/White, one-sided — \$110

Black/White, two-sided — \$120

#2 grade 70 lb. Dull/Satin Text paper, no bleeds

4-color, one-sided — \$391

4-color, two-sided — \$452

Printing arrangements are made directly with Geoff Warner of Johnson Printing, 1-800-298-7780 or geoffw@johnson-printing.com. Printing costs are not included in the flyer mailing fee. (Pricing is subject to change depending on the paper market.)

If you already have printed flyers, please deliver 2,225 to allow for stuffing/mailing spoilage needs. Send them by the deadlines listed on the reverse side to: Johnson Printing, 1416 Valleyhigh Dr., NW, Rochester, MN 55901, Attn: Geoff Warner.

Specifications

Flyers are sent flat, not folded, in a 9 x 12 envelope, they do not go out with a publication. Your completed flyer artwork should be sent electronically to: connie.kingrey@mmha.com for approval before printing. It must contain the MHA logo. To receive a logo, contact: connie.kingrey@mmha.com. MHA will not approve flyers with products/services that compete with products, classes, services or programs that MHA offers or may offer.

Mailing Cost

\$375 per quarterly mailing. This does not include printing. Rate may change without notice due to postage/ mailing cost increases. No refunds, although you may move your mailing to another month with advance notice. *Please make all checks payable to Minnesota Multi Housing Association.*

Reserve Your Space

Please complete the contract on the reverse side, and send to: Connie Kingrey, Minnesota Multi Housing Association, 1600 W. 82nd St., Suite 110, Bloomington, MN 55431. Fax: 952-854-3810, Email: connie.kingrey@mmha.com. If you have questions, call 952-548-2214. All checks should be made payable to the Minnesota Multi Housing Association.