



GOLD COAST CHAPTER MAGAZINE COMMITTEE CHARTER

Committee Purpose: The Magazine Committee is responsible for the content of the Chapter's quarterly magazine. The Committee will strive to provide timely chapter updates and educational materials and highlight events and accomplishments to the membership.

Committee Duties:

1. Solicit chapter sponsors, business partners for advertising and articles from qualified authors on a wide range of topics and specific themes established.
2. Review articles from other sources, such as other non-profit organizations or governmental departments, FLA for potential republication.
3. Solicit articles, photos and updates from the Chapter President, various committee chairs and committee members to ensure that Chapter activities and interest are included in the publication.
4. Review and edit articles for relevance, educational value, and informational content for the membership.
5. Proof articles for grammatical and typographical errors and overall review of magazine.
6. Communicate concerns with authors regarding inappropriate article content or not in proper format.
7. Determine ideas for future articles and/or photographs for inclusion in the magazine.
8. Periodically review layout, formatting, typesetting and cover page of the magazine and provide suggestions to Chapter staff for modifications.
9. Periodically review advertising quantities and pricing and provide suggestions to Chapter staff for modifications.
10. Committee will review the draft:
 1. Quarter I: February 20
 2. Quarter II: May 20
 3. Quarter III: August 20
 4. Quarter IV: October 20
11. The Committee Chair will determine if a committee meeting is required to address and discuss any changes with staff.
12. Changes and recommendations may be submitted over email.



The Chapter welcomes articles and Ads from our membership.

It's simple, just follow the guidelines below!

I. Submission Guidelines:

- Submit your article in a WORD document format. (Word Count 500 or less)
- ON THE DOCUMENT, type your name, designations, title, company/association, etc. for article credits.
- Provide your head shot as a jpg or pdf.
- OBTAIN PERMISSIONS for any material held in copyright.
- If you are sending photos, they must be photos you have taken yourself. Photos from the website or from other publications cannot be accepted as it is a violation of copyright laws. Please send your own photos separately as jpps. Do not embed it into your Word document.
- Include supporting information to content when applicable, e.g., resources such as website addresses, names of magazine or other print news sources.

II. Calendar Topics & Dates

Editorial Calendar:

Quarter I: Financial & Project Management

Quarter II: Hurricane Preparedness & Technology (Access Control, Elections, Management Data, Hybrid Meetings, EV Charging Stations, etc.)

Quarter III: Legal Update, Elections & Budget Annual Meetings, Golf

Quarter IV: & Board Certification & Document Amendment & Holiday

Calendar Deadline submission dates:

Quarter I: February 15

Quarter II: May 15

Quarter III: August 15

Quarter IV: October 15

III. Ad Sizes

Business Partners that are not chapter sponsors will need to pay for ads in the magazine.



Magazine prices are going to be adjusted to annual purchase and are subject to change.

****Full Page Ad:****

- Dimensions: 8 x 10 inches

****Quarter Page Ad:****

- Dimensions: 4 x 5 inches

- Digital Specs: 1200 x 1500 pixels (at 300 dpi)

****Half Page Ad:****

- Dimensions: 8 x 5 inches

- Digital Specs: 2400 x 1500 pixels (at 300 dpi)

****Business Card Ad:****

- Dimensions: Standard business card size is 3.5 x 2 inches

- Digital Specs: 1050 x 600 pixels (at 300 dpi)

Remember that these dimensions are based on a resolution of 300 dots per inch (dpi), a common standard for print materials. You may adjust the resolution accordingly if the ad will be used primarily for digital purposes. - Digital Specs: 2400 x 3000 pixels (at 300 dpi)

IV. Article Guidelines:

- Pictures or illustrations are encouraged. Pictures must be very good quality to be used in the magazine. Digital pictures are accepted, but their usage will depend on the quality. Please use the highest quality setting on your camera.
- Articles must be "process focused," not specific product or company focused. Readers are interested in learning how a job is done, along with advice and cautions of things to be avoided. When products must be mentioned, brand-names are to be avoided, but a description of the product is permitted ('good-quality penetrating sealer,' for example).
- *Articles must address an issue of universal interest to our readers. Any money-saving or problem-solving process that condominium or homeowner associations commonly face is of value. Informative, educational, insightful, and thought-provoking content requested. Suggested/desired topics include financials, board and manager education, legislative action, firsthand encounters/experiences, community events.*
- Articles should not be time sensitive, unless agreed upon beforehand. CAI SE FL does not guarantee a specific month of publication for submitted articles but will use them solely at the discretion of the editors.



- Articles should be in digital format (MS Word preferred) and emailed to: ced@cai-goldcoast.org
- *Note: All submissions are subject to editing
Here is the pricing information for reference and distribution.

Members Pricing

- Full Page ad (all year) \$1500
- Half Page ad (all year) \$750
- Quarter page (all year) \$500
- Business Card (all year) \$300

- One edition only
- Full page ad \$600
- Half Page \$400
- Quarter page \$200
- Business card \$100
- Should be educational in nature. What can be learned from your experience that will enable managers and board members to manage their communities more effectively?
- Word Count Requirements are MIN 250 and MAX 750.
- NO SELF-PROMOTION FOR YOUR BUSINESS/COMPANY IN THE ARTICLE.
- Proof your material before submitting in WORD format.

V. Contacts:

Articles that do not meet the above guidelines, will be returned to the author for modification. Should you have any questions regarding these guidelines, contact CAI's Chapter Executive Director or the Magazine Chair.

