

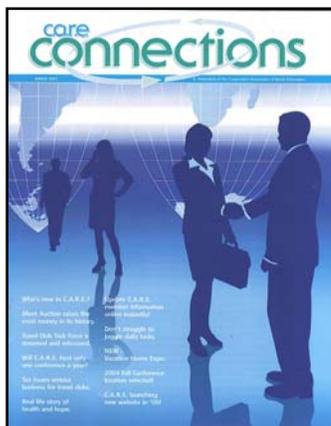


Cooperative Association of Resort Exchangers, Inc.

The Magazine

Sharing, Connecting, C.A.R.E.

C.A.R.E. *Connections* is the publication of the Cooperative Association of Resort Exchangers. This magazine is developed to share information about this unique industry by providing new insights on innovative products, customer service, technology, inventory management and procurement, as well as relevant membership updates.



The attractive, four-color magazine format keeps C.A.R.E. members and their affiliates better informed of everything that is happening in the C.A.R.E. organization. As the saying goes, “Knowledge is Power”. For C.A.R.E., a more accurate and effective statement is “SHARED Knowledge is Power”.

As the publication of the non-profit trade association C.A.R.E., *Connections*’ editorial philosophy is fueled by C.A.R.E.’s mission:

To offer our member company representatives the tools to provide outstanding vacation services, and practice effective yield management through information, education, and networking opportunities while remaining committed to the highest standards and ethics.

Through *Connections*, a unique demographic can discover ways to grow and brand their businesses through shared industry specific content they can’t find elsewhere.

Issues

Two per year, Summer and Winter, following the Semiannual C.A.R.E. Conferences

Distributed at travel and leisure industry trade shows, including ARDA, GNEX, CRDA and AMDETUR and year-round on C.A.R.E.’s website.

In Each Edition:

- o President’s Prose
- o Conference Recap
- o Member Recognition: Silent Auction donor companies and individual winners
- o Sponsorships for events/speakers at the conference
- o C.A.R.E.nections: industry news and new member roll call
- o Guest Speaker Feature



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The Market

People Who C.A.R.E. About Vacationing

C.A.R.E. is a non-profit trade association that was established in 1985 by representatives from timeshare resorts who found that by exchanging vacation inventory among themselves, they were better able to satisfy their owners with increased vacation opportunities.

Today, C.A.R.E. member companies offer over 2,500 vacation properties and service approximately one million vacation owners and members. Plus, C.A.R.E. is an international organization, with members in the United States, Canada, Mexico, Europe and Australia.

Membership base is comprised of

- Resort developers
- Homeowners associations
- Independent exchange companies
- Management companies
- Travel clubs
- Travel agencies
- Resort service companies (insurance companies, collections, software, etc.)

Most C.A.R.E. membership companies own or control inventory, including whole ownership condominiums and timeshare inventory.

Member companies range from home-based agencies to large worldwide timeshare organizations employing hundreds.

Membership Breakdown

The C.A.R.E. organization boasts professionals with extensive knowledge and background in all facets of the resort vacation and hospitality industry who all share a common goal—to satisfy the needs of individual owners and members while fully utilizing the resort inventory.

In fact, today's vacation owner demands a higher level of service. C.A.R.E. plays an important role in this industry by becoming a clearinghouse of information on the latest developments and trends. With *Connections*, C.A.R.E. provides another vehicle to share growth and educational opportunities for its worldwide membership.

Sponsors receive
10% off. For
details visit care-online.org



The Rate Card

Network and Share with C.A.R.E.

Connections magazine will put your message in front of some of the most respected professionals within all facets of the resort vacation and hospitality industry. When you advertise with C.A.R.E. in *Connections*, your message will reach not only the people who can most benefit from using a product or service, but also the decision makers and owners who will purchase them.

C.A.R.E. Members and their *Clients* want to know what you have to offer. Won't you tell them?

Ad space may be purchased for each issue as follows:

1/8 page	\$150 (horizontal or vertical)
1/4 page	\$275 (horizontal or vertical)
1/2 page	\$500 (horizontal or vertical)
Full page	\$800 (vertical only)
2/3 back page (premium space)	\$975 (horizontal only)
Resource Directory Classified	\$25
Add Logo	\$25

To reserve ad space, please contact Bonnie Kosco at 800-636-5646. Ads are accepted on a first-come, first-served basis so call 800-636-5646 or email bkosco@care-online.org today!

Ad Sizes

1/8 page =
(business card-sized)
3" x 4 1/2" w/ 1/8" bleed
2 3/4" x 4 1/4" trim size

1/4 page =
4 3/4" x 5 3/4" w/ 1/8" bleed
4 1/2" x 5 1/2" trim size

1/2 page =
8 3/4" x 5 3/4" w/ 1/8" bleed
8 1/2" x 5 1/2" trim size

Full page =
8 3/4" x 11 1/4" w/ 1/8" bleed
8 1/2" x 11" trim size

2/3 back page =
8 3/4" x 7 1/4" w/ 1/8" bleed
8 1/2" x 7" trim size

Resource Directory =
25 word or less classified
printed in the back of the
Connections magazine.

Submitting

Digital files are required for all ad submissions, preferably sent as a PDF file.

Ads can be emailed to bkosco@care-online.org or sent by CD-ROM to:

Bonnie Kosco
P.O. Box 2803
Harrisonburg, VA
22801



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Press Releases

Share the News

You are invited to submit articles for publication in C.A.R.E.'s *Connections* magazine. Submissions are reviewed by the editor and submitted to the Board of Directors for **objectivity**, **relevance** and **value** to the membership. Membership is not required to submit an article.

**Hundreds of travel professionals read *Connections*.
Don't you want to reach them?**

Submission Guidelines

C.A.R.E. retains the right to accept or reject any submission.

C.A.R.E. reserves the right to edit any submission.

Articles submitted to C.A.R.E. should reflect objectivity and encourage learning of techniques rather than publicizing commercially available products or services. Journalistic standards of accuracy and fairness are expected in each submission.

If you are unsure your article submission would qualify, you are encouraged to share your topic idea with the editorial staff prior to article submission. Send ideas by email to bkosco@care-online.org.

Length may range from 250 to 1,000 words, and will depend on subject and relevance to the magazine edition.

Artwork to accompany the article may be submitted by email. Photos must be at least 300dpi. If image(s) are not of the correct size, the image(s) may be omitted from publication. C.A.R.E. is not responsible for damaged digital files.

Include your name, business title, company name, address and telephone number with your article. Include in 75 words or less biographical information about yourself and/or your company, as well as a head and shoulders photo to be printed with the article.

Articles should be typewritten, provided via e-mail in Microsoft Word to bkosco@care-online.org.