



# Allied *Plus* Membership Program

**Focus:** To highlight Allied Members that use CCA as a prime marketing outlet and to “pre-package” various marketing opportunities (advertising, exhibiting, etc.), thus providing an up-front marketing commitment that is beneficial to both the member and CCA.

**Annual Dues:** \$10,000

<b>Benefits of Membership</b>	<b>Est. Value</b>
• Membership as a CCA Allied Member	\$850 - \$2,500
• Letter (via mail, e-mail or fax) to CCA institutional members announcing members' inclusion in the program	\$1000
• “Free” half-page ad space in the next four issues of <i>The Link</i>	\$4,600
• “Free” booth space at the Annual Convention	\$2,000
• One week early window to select booth location	NA
• Name listed in each issue of <i>The Link</i> and in on-site convention program	NA
• “Free” advertising on CCA website	\$500
• Company logo on CCA website with link to company	\$500
• Company description on CCA website with link from CCA website to company website	\$500
• Listing in <i>Guide to Career Colleges</i>	\$500
• Membership mailing list at time of joining and renewal	<u>\$1,000</u>
<b>ESTIMATED TOTAL VALUE</b>	<b>\$11,450 - \$13,100</b>

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**Recommended Marketing Support:** To better reach the CCA market, Allied *Plus* Members are encouraged to provide a discount on their program, product or service to CCA members at a cost below that which a CCA member could otherwise receive on the open market.