SAN DIEGO EDUCATION ASSOCIATION
SDEA / CTA / NEA

August 15, 2016

Dear Potential Vendor,

Every academic year, SDEA schedules events for our educators to provide pertinent union communication and a time of celebration for their efforts. Because of like-minded sponsors/vendors, we are successful with these set tasks due to their attendance, advertising interest(s), monetary donation(s) and famous raffle prize(s). We hope that the calendar of events provided will assist with planning your own calendar in support of SDEA public educators for this 2016-17 academic year.

Multiple documents follow this welcome letter, so please take the time to review the attached forms, then complete and return the documents mentioned below to identify your organizations interest:

- Vendor/Sponsor Consent Form
- Advocate Advertising Form
- Website Advertising Form
- Calendar of Events

We look forward to working with and seeing you at SDEA's action packed year of events. Should you have any questions, please contact Nanette Najera at (619) 283-4411 x 120 or najera_n@sdea.net at your earliest convenience.

Sincerely,

Lindsay Burningham

Lindsay Burningham
SDEA President

10393 San Diego Mission Road, Suite 100 • San Diego, California 92108-2134 • (619) 283-4411 • Fax (619) 624-0579
www.sdea.net

San Diego Education Association
Vendor/Sponsor Consent Form
9/1/16 thru 8/31/17

Business Name: _____

Business Address: _____

Business Phone: ( )_____ **Business Fax:** ( ) _____

Name(s) of company employees possibly attending event(s):

_____ _____
Print Name **Print Name**

_____ _____
Print Name **Print Name**

The person signing below certifies that he or she is authorized to execute this consent on behalf of the business named above, and acknowledges that this consent will conclude protections for member privacy and that all vendors not endorsed by SDEA/CTA/NEA and/or the AFL-CIO will have a clear sign at their table stating that no such endorsement has been given.

_____
Print Name

_____ _____
Signature Date

Shall the above named business wish to revoke its permission, immediate written notification shall be sent to San Diego Education Association, Attn: Nanette Najera

SDEA reserves the right to terminate the consent immediately by written statement, should the above named business, during the term of this consent acquire any member information, other than directly from the member himself/herself.

ADVERTISING POLICY

The San Diego Education Association may accept advertising and may solicit vendor participation in SDEA events from those vendors which meet any one of the following criteria:

- The vendor / product is endorsed or approved by the California Teachers Association.
- The vendor / product is endorsed or approved by the National Education Association.
- The vendor / product is endorsed or approved by the AFL-CIO.
- The vendor / product or program is offered by a governmental or public service agency.
- The vendor / product or program is offered by an educational agency.
- The vendor / product or program is designed to enhance education, i.e. materials, tools, etc.
- The vendor / product or program is designed to enhance the lives of our members.
- SDEA has the right to refuse any advertising.

The Executive Director shall review and approve vendors, products, and programs under this procedure, which meets one of these criteria, and shall refer requests for advertising, which fall outside of these criteria to the SDEA Budget Committee for recommendations to the Board of Directors.

CONTRACT REGULATIONS

- Contracts are the SDEA Advertising Form and/or the SDEA Website Advertising Form that are submitted (by Vendor) and approved (by SDEA) with Vendor's payment.
- No cancellations or alterations can be accepted after the closing date. Cancellations must be submitted in writing.
- Publisher may elect to re-run copy or release space if new copy is not received by closing date. Contracts are not accepted for a period of more than one publishing year (September through August).
- All advertisers must pay in advance.
- If within a given publishing year (September through August), an advertiser does not use the amount of space on which billings are based, the advertiser will be billed for the difference between the billing and the rate earned.

MISCELLANEOUS

- Publisher does not set ads. All ads should be submitted camera-ready and to size. No proofs are provided. Ads submitted undersized or oversized will be adjusted (at advertiser's expense) to fit the purchased ad space.
- Publisher assumes no responsibility for correcting errors in copy.
- Publisher assumes no responsibility for delays in publication release dates.

SDEA ADVOCATE ADVERTISING FORM 2016-17

Issue	Ad Size (see below)	Rate
September 2016		
October		
November		
December		
January 2017		
February		
March		
April		
May		
June		
All spaces must be filled out properly to process order. One (1) month free with full year purhcase.		
	***The total amount must be paid before ads will be run.**	Total

Organizations Name:
Organizations Telephone:
Organizations Fax:
Organization Address:
E-mail Address:
Authorizing Individual: (Please Print)
Authorizing Signature & Date:
Account Name: (If Applicable)

Note: A sample copy of all new advertisements **MUST** be submitted for the approval of the SDEA Executive Director, before the ad space can be confirmed. Upon approval, you will receive a written confirmation of ad space. **SDEA reserves the right to make scheduling changes as necessary.**

Size Insertions	Inches	1 Time	Rate per ad/3 or more
Half Page Horizontal	7-1/2" X 4-11/16"	$600	$540
Quarter Page	3-3/4" X 4-11/16"	$305	$275

Advertisers

If requesting advertising space for multiple issues, the ad submitted will be run consecutively until SDEA is notified of any changes by advertiser.
Any requested changes must be made in writing by appropriate deadlines.

Please send your check payable to SDEA and completed request form to:

SDEA
Attn: Nanette Najera
10393 San Diego Mission Road, Suite 100
San Diego, CA 92108

For advertising/billing questions please contact Nanette at
najera_n@sdea.net and/or **(619) 727-5520**

SDEA Advocate
2016-2017 Publication Schedule

Issue	Articles and Advertising to SDEA	On the Press	Distribution at Rep. Council
September	9/2/16	9/9/16	9/14/16
October	9/30/16	10/7/16	10/12/16
November	10/28/16	11/4/16	11/9/16
December	12/2/16	12/9/16	12/14/16
January	1/6/17	1/13/17	1/18/17
February	1/27/17	2/3/17	2/8/17
March	2/24/17	3/3/17	3/8/17
April	4/7/17	4/14/17	4/19/17
May	4/28/17	5/5/17	5/10/17
June	5/26/17	6/2/17	6/7/17

***SDEA reserves the right to make scheduling changes as necessary. All ads must be approved by the SDEA Executive Director.**

Any requested changes to articles or ads must be made in writing by appropriate deadlines. Direct all advertising and billing questions to the SDEA Office Specialist, Nanette Najera (619) 283-4411 x 120 or email: najera_n@sdea.net.

Articles should be directed to *Advocate* editor Erin Clark at clark_e@sdea.net. Advertising files should be full color (CMYK), 300dpi and jpeg (contact Erin Clark at clark_e@sdea.net for more information).

Mail all necessary information to:

SDEA
Attn: Nanette Najera
10393 San Diego Mission Road, Suite 100
San Diego, CA 92108
Email: Najera_n@sdea.net Fax: (619) 282-7659

SDEA WEBSITE ADVERTISING FORM 2016-2017

Select Ad. Time Frame	*Plan*	*Rate*	*Choose plan A, or B from below and place next to the appropriate months to run the banner.*
September 2016			**PLAN A** [w 580 X h 40] **$65** **PLAN B** [w580 X h80] **$130** **Please see SDEA website for actual sizes** (www.SDEA.net/advertising.html) All Website advertising requests must be submitted by the 15th of the month to appear on the site the following month. **SDEA reserves the right to make scheduling**
October			
November			
December			
January 2017			
February			
March			
April			
May			
June			
July			
August			

Note: SDEA's Executive Director must approve your Advertisement. After approval, you will receive written confirmation of ad space. If requesting advertising space for multiple issues, the ad submitted will be run consecutively until SDEA is notified of any changes by advertiser. ***Any requested changes must be made in writing by appropriate deadlines.***

Organization Information

Organization Name:	
Organization Address	
Organization Telephone	
Organization Fax:	
Contact Person:	
Contact Person Email:	
Authorized Individual	_____ *Print Name*
Authorized Signature	_____ _____ *Print Name* *Date*
Links	
Files	

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San Diego, CA 92108

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2016-2017 SDEA Events					
Event	**Event Date**	**Time**	**Location**	**Fee Due**	**Event Fee**
Fall Leadership	October 8th, 2016	8 am - 3 pm	Roosevelt Middle/ War Memorial Lawn	**10/1/2015**	$1,000 each event (plus door prize) or $1,500 for both (plus door prize for each event)
Day of the Educator	TBD	4:00 PM	SDEA		
Rep Council 2016	September 14th	4:00 PM	SDEA	**9/1/2015**	$400.00 (all 10 Meetings) ***plus $25 door prize**** or $50.00 (per individual meetings) ***plus $25 door prize****
	October 12th	4:00 PM	SDEA	**10/1/2015**	
	November 9th	4:00 PM	SDEA	**11/1/2015**	
	December 14th	4:00 PM	SDEA	**12/1/2015**	
Rep Council 2017	January 18th	4:00 PM	SDEA	**1/1/2016**	
	February 8th	4:00 PM	SDEA	**2/1/2016**	
	March 8th	4:00 PM	SDEA	**3/1/2016**	
	April 19th	4:00 PM	SDEA	**4/1/2016**	
	May 10th	4:00 PM	SDEA	**5/1/2016**	
	June 7th	4:00 PM	SDEA	**6/1/2016**	

**** Please make check(s) payable to:***

SDEA
Attn: Nanette Najera
10393 San Diego Mission Road, #100
San Diego, CA 92108