



10393 San Diego Mission Road, Suite 100 • San Diego, California 92108  
(619) 283-4411 • Fax (619) 282-7659

August 2011

NEW Vendor

To Whom It May Concern:

Enclosed is information about advertising with SDEA. We believe this is an excellent opportunity for your company to reach SDEA's membership of over 8,000 educators, who may benefit from your services. Advertising is available in *The Advocate*, SDEA's monthly newspaper, and our website, [www.SDEA.net](http://www.SDEA.net). Please review the attached forms for *The Advocate* and website advertising and choose the plan that best meets your needs.

Because the SDEA Executive Director reviews and approves all vendors, please provide a one-page document explaining why SDEA should approve your company and how SDEA members will benefit. If your company is approved for advertising, payment must be postmarked by the date specified each month. Please review the SDEA *Advocate* 2011-12 Publication Schedule which is attached.

**Note:** Advertising is limited and reserved on a first-come, first-served basis. A request for advertising space is accepted in written form only and contracts are not accepted for a period of more than one publishing year.

**Special offer:** If your company advertises in BOTH *The Advocate* and on the website monthly, discounts are available. If you prepay for the whole year, additional discounts are also available.

SDEA looks forward to reviewing your advertising request. If you have any questions or concerns, please call me at SDEA at (619) 283-4411.

Sincerely,

Larry Moreno  
Advertising Coordinator

CC: SDEA Executive Director

## **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 WEBSITE ADVERTISING FORM 2011-12**

<u>Select Ad. Time Frame</u>	<u>Plan</u>	<u>Rate</u>	<u>Choose plan A, B, or C from below and place next to the appropriate months to run the banner.</u>
September 2011			<p align="center"><b>PLAN A</b> [w 580 X h 40]- <b>\$65</b></p> <p align="center"><b>PLAN B</b> [w 119 X h 200] <b>\$45</b></p> <p align="center"><b>PLAN C</b> [w 425 X h 45] - <b>\$55</b></p> <p align="center"><b>Please see SDEA website for actual sizes</b> (<a href="http://www.SDEA.net/advertising.html">www.SDEA.net/advertising.html</a>)</p> <p>All Website advertising requests must be submitted by the 15<sup>th</sup> of the month to appear on the site the following month.</p>
October			
November			
December			
January 2012			
February			
March			
April			
May			
June			
July			
August			

**Organization Information**

<u>Name</u>	<u>Contact Person</u>
<u>Address</u>	<u>Telephone #</u> _____
<u>Email:</u>	<u>Fax #</u> _____
<u>Authorizing Individual</u>	_____
	Print Name
<u>Authorizing Signature</u>	_____
	Signature
<u>Links</u>	
<u>Files</u>	

**Advertisers**

Send your check, completed form & your banner file(s) to the SDEA Controller.  
 SDEA's Executive Director must approve your Advertisement.  
 After approval, you will receive written confirmation of ad space.  
*SDEA reserves the right to make scheduling changes as necessary.*  
**Please direct website  
 billing questions to Controller Diana Hayes, (619) 283-4411 x 116.**

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FOR SDEA USE ONLY

Original - Controller                      2 - Copies (Website & Executive Director)



# SDEA Advocate

## 2011-12 Publication Schedule



Issue	Articles and Advertising to SDEA	On the press	Distribution at Council
Sep	Sep 9	Sep 16	Sep 21
Oct	Oct 7	Oct 14	Oct 19
Nov	Nov 4	Nov 11	Nov 16
Dec	Dec 2	Dec 9	Dec 14
Jan	Jan 6	Jan 13	Jan 18
Feb	Feb 3	Feb 10	Feb 15
Mar	Mar 9	Mar 16	Mar 21
April	April 6	April 13	April 18
May	May 4	May 11	May 16
June	May 25	June 1	June 6

SDEA reserves the right to make scheduling changes as necessary.

Any requested changes to article or ad must be made in writing by appropriate deadlines. Please direct advertising questions to Larry Moreno (619) 283-4411x 109 or email: [Moreno\\_l@sdea.net](mailto:Moreno_l@sdea.net). Direct all billing questions to the SDEA Controller, Diana Hayes (619) 283-4411 x 116 or email: [hayes\\_d@sdea.net](mailto:hayes_d@sdea.net). Articles should be directed to *Advocate* editor Erin Clark at [advocate@sdea.net](mailto:advocate@sdea.net).

Advertising files should be full color (CMYK), 300dpi and jpeg (contact Erin Clark at [advocate@sdea.net](mailto:advocate@sdea.net) for more information). All ads must be approved by SDEA Executive Director.

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