



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

September 2009

To Whom It May Concern:

Enclosed is information about SDEA's advertising. We believe this is an excellent opportunity for your company to reach SDEA's membership of over 8,000 who may benefit from your services. Advertising is available in *The Advocate*, SDEA's monthly newspaper, and our website, www.SDEA.net. Please review the attached forms for *The Advocate* and website advertising. Please 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 two weeks before layout to typesetting. Please review the document, *SDEA Advocate* 2009-10 Publication Schedule, which is attached.

Note: The amount of space for advertising is limited and space is 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 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

ADVERTISING POLICY

The San Diego Education Association, CTA/NEA 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 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

- 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 2009-10

<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 2009			<p align="center">PLAN A [w 580 X h 40]- \$65</p> <p align="center">PLAN B [w 119 X h 200] \$45</p> <p align="center">PLAN C [w 425 X h 45] - \$55</p> <p align="center">Please see SDEA website for actual sizes (www.SDEA.net/advertising.html)</p> <p>All Website advertising requests must be submitted by the 15th of the month to appear on the site the following month.</p>
October			
November			
December			
January 2010			
February			
March			
April			
May			
June			
July			
August			

Extra Options

SDEA Access Membership Card _____ \$300
 Banner Setup Fee _____ \$99
 Web Page Fee _____ \$30 / Month
 Web Page Setup Fee _____ \$200

Organization Information

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

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

Executive Director		Approve /Not approved	Date
Files received	Yes / No	Date:	Description
Controller		Check # _____ Received yes / no _____	_____ Date
Posted on Website	Date:		

SDEA ADVOCATE ADVERTISING 2009-10

Roll Over



All spaces must be filled out to process order properly.

Issue	Ad Size	Rate
September 2009		
October		
November		
December		
January 2010		
February		
March		
April		
May		
June		
July		
August		
*The total amount must be paid before ads will be run. (One (1) month free if purchase full year).		
Total		

Firm Name:
Firm Telephone:
Firm Fax:
Firm Address:
E-mail Address:
Authorizing Individual: (Please Print)
Authorizing Signature:
Account Name: (If Applicable)

*Dates are tentative and will be finalized after the SDEA Board of Directors Retreat in August 2009

Size	Inches	1 Time	Rate per ad/3 or more insertions
Half Page Vertical	3-3/4" X 9-13/16"	\$600	\$540
Half Page Horizontal	7-1/2" X 4-11/16"	\$600	\$540
Quarter Page	3-3/4" X 4-11/16"	\$305	\$275

Advertisers

One (1) month free if purchase full year. Contact SDEA for more details.

Send your check payable to SDEA, completed request form, and your advertisement to Diana Hayes, SDEA Controller.

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.

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 direct advertising questions to Larry Moreno (619) 283-4411 x 109

Direct all billing questions to the SDEA Controller, Diana Hayes (619) 283-4411 x 116

Mail all necessary information to: SDEA Advocate

10393 San Diego Mission Road, Suite 100

San Diego, CA 92108

Fax or E-Mail: (619) 282-7659

www.sdea.net

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FOR SDEA USE ONLY

Executive Director		Approve / Not Approved	Date:
Files Received	Yes / No	Date:	Description:
Controller		Check # _____ Received	Date:
Ran in Advocate	Date:	Yes / No _____	

Original - Controller

2 - Copies (Acctg./Gen. Clerk & Executive Director)

SDEA Advocate

2009-10 Publication Schedule



Issue	Articles and Advertising to SDEA	Typesetting to Printer	On the press	Distribution at Council
Sep	Sep 2	Sep 9	Sep 10	Sep 16
Oct	Oct 7	Oct 14	Oct 15	Oct 21
Nov	Nov 4	Nov 11	Nov 12	Nov 18
Dec	Dec 2	Dec 9	Dec 10	Dec 16
Jan	Jan 6	Jan 13	Jan 14	Jan 20
Feb	Feb 3	Feb 10	Feb 11	Feb 17
Mar	Mar 3	Mar 10	Mar 11	Mar 17
April	April 7	April 14	April 15	April 21
May	May 5	May 12	May 13	May 19
June	June 2	June 9	June 10	June 16
July				To be determined
Aug				To be determined

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. Direct all billing questions to the SDEA Controller, Diana Hayes (619) 283-4411 x 116 or email: hayes_d@sdea.net.

Articles should be directed to *Advocate* editor Erin Clark at advocate@sdea.net.

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

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