

## **SDEA VENDOR/SPONSOR ADVERTISING POLICY**

SDEA Sponsors/Vendors offer to SDEA members a wide variety of resources including life, disability and auto insurance, financial support, and long-term care insurance. Many of these vendors have a long history of providing services to our members and are sponsors of SDEA events such as Union Academy conference, Representative Council meetings, Day of the Educator, etc. However, they are not subject to evidence of legal, actuarial and financial soundness. Although these vendors provide services to our members, many are not endorsed by SDEA, CTA, NEA and/or the AFL-CIO. SDEA may accept and solicit vendor participation in SDEA events from those vendors which meet 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 vendors.

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

All vendors must sign a contract prior to sponsoring or attending an SDEA event. This contract will conclude protections for member privacy and that all vendors not endorsed by SDEA/CTA/NEA and/or the AFL-CIO shall disclose that no such endorsement has been given when conversing with members.

### **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, formatted 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.



**San Diego Education Association**

Vendor/Sponsor Consent Form

8/1/24 thru 7/31/25

**Business Name:** \_\_\_\_\_

**Business Address:** \_\_\_\_\_

**Business Phone:** ( ) \_\_\_\_\_ **Business Fax:** ( ) \_\_\_\_\_

Name(s) of company employees possibly working with SDEA Members:

\_\_\_\_\_  
**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 shall disclose that no such endorsement has been given when conversing with members.

\_\_\_\_\_  
Print Name

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

Should the above-named business wish to revoke its permission, immediate written notification must 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.



# SDEA Advocate (Digital Newsletter) 2024-25 Publication Schedule

Issue	Advertising Articles to SDEA	Distribution at Rep. Council
August/September	07/22/2024	08/05/24
October	09/23/2024	10/9/2024
November/December	10/21/2024	11/6/2024
January	12/16/2024	01/08/2025
February	01/26/2025	02/05/2025
March	02/17/2025	03/05/2025
April	03/24/2025	04/09/2025
May/June	04/21/2025	05/07/2025

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

Any changes to articles or ads must be made in writing by appropriate deadlines. Articles should be directed to:

- Nanette Najera: [najera\\_n@sdea.net](mailto:najera_n@sdea.net)

Advertising files should be full color (CMYK), 300dpi and jpeg

**For advertising/billing questions contact Nanette at [najera\\_n@sdea.net](mailto:najera_n@sdea.net) or (619) 727-5520**



## 2024-25 SDEA ADVOCATE (NEWSLETTER) ADVERTISING FORM

Issue	Ad Size (see below)	Rate
August/September <b>2024</b>		
October		
November		
December		
January <b>2025</b>		
February		
March		
April		
May/June		
<b>All spaces must be filled out properly to process order. One (1) month free with full year purchase.</b>		
	<b>*The total amount must be paid before ad(s) are printed</b>	Total

Organization Name:
Organization Telephone:
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.**

<u>Size Insertions</u>	<u>Inches</u>	<u>1 Time</u>	<u>Rate per ad/3 or more</u>
Half Page Horizontal	7-1/2" X 4-11/16"	\$700	\$650
Quarter Page	3-3/4" X 4-11/16"	\$350	\$325

### Advertisers

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

**Please send your check payable to SDEA with completed advocate advertising form(s) to:**

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

**For advertising/billing questions contact Nanette at [najera\\_n@sdea.net](mailto:najera_n@sdea.net) or (619) 727-5520**

## 2024-25 SDEA WEBSITE ADVERTISING FORM

<u>Select Ad. Time Frame</u>	<u>Plan</u>	<u>Rate</u>	<u>Choose plan A, or B from below and place next to the appropriate months to run the banner.</u>
September 2024			<div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;"> <span style="background-color: yellow; padding: 2px;"><b>PLAN A</b></span>  <span style="background-color: yellow; padding: 2px;">[w 580 X h 40]</span>  <span style="background-color: yellow; padding: 2px;"><b>\$75</b></span> </div> <div style="text-align: center;">or</div> <div style="text-align: center;"> <span style="background-color: green; padding: 2px;"><b>PLAN B</b></span>  <span style="background-color: green; padding: 2px;">[w 580 X h 80]</span>  <span style="background-color: green; padding: 2px;"><b>\$150</b></span> </div> </div> <p style="margin-top: 10px;">Please see SDEA website for actual sizes (<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. <span style="background-color: cyan; padding: 2px;"><b>SDEA reserves the right to make scheduling changes as necessary.</b></span></p>
October			
November			
December			
January 2025			
February			
March			
April			
May			
June			
July			
August			

**Note:** SDEA Executive Director approves all 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

<b>Organization Name:</b>
<b>Organization Address:</b>
<b>Organization Telephone:</b>
<b>Organization Fax:</b>
<b>Contact Person:</b>
<b>Contact Person Email:</b>
<b>Authorized Individual</b> _____ <i>Print Name</i>
<b>Authorized Signature</b> _____ <i>Signature</i> <span style="float: right;">_____</span> <i>Date</i>

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 Attn: Nanette Najera  
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# SDEA Union Events

Event	Date	Time	Table Fee	Raffle Prize
SDEA Union Academy <a href="#">(Liberty Station Conference Center)</a>	Mon., August 5 <sup>th</sup>	8:00 a.m.– 5:00 p.m.  (Setup 7:30 a.m.)	\$500 (meals and drink included)	Yes
Day of the Educator Location: <b>TBD</b>	Friday, May 9 <sup>th</sup>	4 p.m. – 6 p.m. (Setup @ 3 p.m.)	\$500 (meal and drinks included)	Yes

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**SDEA**

Attn: Nanette Najera

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