

# WEA Wyoming Education Association news

## 2016 - 2017

# Communications Sponsorship Kit

The professional publication of the 6,000 members of the Wyoming Education Association mailed four times per year with an average circulation of 7000 copies mailed directly to:

WEA Members

School Board Members

School Superintendents

Wyoming Political Officials

Legislators

Statewide Media

State Education Association Affiliates

Together We Succeed!



# WEAnews

2016-2017

The professional publication of the 6,000 members of the Wyoming Education Association

## WEA Elected Officers

President	Kathy Vetter
Vice President	Grady Hutcherson
Treasurer	Kimberly Amens
NEA Director	Amy Simpson

## Board Of Directors

Mary Wolf, Steve Thulin, Barbara Gonzales, Vicki Swenson, Dirk Andrews, Marci Kutzer, Elizabeth Crislip, Deb French, John Fabela, Lannette Lahey, Barry McCann, Jon VanOverbeke, Lori Eggleston, Madeline Trujillo-Hamel

Executive Director	Ron Sniffin
Editor	Coleen Haines
Proofreader/Contributor	Kathy Scheurman
Advertising & Layout	Sue Clark

## OUR VISION

The WEA is an organization dedicated to creating the best educational environment for all learners and the best working environment for all educational employees.

## OUR MISSION

The mission of the WEA is to advance public education at all levels by: creating equitable educational opportunity for all learners; promoting the highest quality standards for the profession; and expanding the rights and furthering the interests of educational personnel.

## OUR FOCUS

The WEA will continue to build a learning community which will provide a high quality education for all.

## Wyoming Education Association

Cheyenne Office: 800-442-2395  
Casper Office: 800-464-6419  
Rock Springs Office: 800-660-6771  
Thermopolis Office: 800-464-6412  
[www.wyoea.org](http://www.wyoea.org)

## SPONSORSHIP LEVELS

### Golden Apple - \$10,000 - Open

The Golden Apple Sponsor will have their brand promoted on every "Professional Issues" email sent from WEA, as a full color banner ad located at the top of each email (sent a minimum of once a week) to all WEA Members. The full color inside back cover page of the *WEA News*, and one full color page of advertising space published quarterly along with your name mentioned as the sponsor of the "Great Things Happen Everyday" section of each WEA news issue. Exclusive advertising space on the Membership Materials sent to the 6000 WEA Members in August. WEA's website will dedicate a tile on the home page with your logo and link to your website. Promotional materials distributed at WEA events and one full color page ad on the Delegate Assembly Handbook tabs for the handbook.

### Green Apple - \$6000 - Open

The Green Apple Sponsor will have their brand promoted on every "Member Benefits" email sent from WEA, as a full color banner ad (sent a minimum of once a month) to all WEA Members. One full color page of advertising space in the *WEA News*, published quarterly and exclusive sponsorship of the "Member Benefits" section of the *WEA News*, a link on the WEA website, and one full color page ad on the Delegate Assembly Handbook tabs for the 2016 handbook.

### Red Apple - \$3500 - Open

The Red Apple Sponsor will have their brand promoted on the "Announcements" section of the *WEA News*. A full color 1/2 page of advertising space in the *WEA News* published quarterly, and one full color page ad on the Delegate Assembly Handbook tabs for the handbook.

### WEA News Section Sponsorship - \$1000

There are two sections of the *WEA News* available for sponsorship:

#### **YOUR WEA AT WORK ACTION**

By sponsoring a section you will receive a 1/3 page full color vertical or horizontal ad in all four issues, along with exclusive sponsorship of the section you choose.

## PLEASE CONTACT US IF YOU HAVE ANY QUESTIONS

**Editor:** Coleen Haines - 307-634-7991 ext. 113 - [chaines@wyoea.org](mailto:chaines@wyoea.org)

**Advertising/Layout:** Sue Clark - 307-634-7991 ext. 114 - [sclark@wyoea.org](mailto:sclark@wyoea.org)

### Wyoming Education Association

**mail:** 115 E. 22nd Street, #1, Cheyenne, WY 82001

**website:** [wyoea.org](http://wyoea.org) **email:** [wyoea.news@gmail.com](mailto:wyoea.news@gmail.com)

**phone:** (800) 442-2395 **fax:** (307) 778-8161

## PRODUCTION SCHEDULE

ISSUE	ADVERTISING DEADLINE	PRINTER
Back To School	September 9th	September 23rd
Winter/Pre Legislative	December 9th	December 20th
Spring/Post Legislative	March 10th	March 17th
Summer	May 19th	May 26th

### Copy Regulations

Advertising should conform to standards of good design. Publisher reserves the right to screen back large reverse areas to 50 tone value and to remove or replace borders. Advertisements bearing a post office box number as an address must also indicate the business address of the advertiser.

### Contract Regulations

All advertisements must be paid for in advance except when approved. All accounts payable in U.S. dollars. No cancellations or alterations will be accepted after the stated closing date. Cancellations must be submitted in writing. Publisher assumes no responsibility for correcting errors in copy or for the addition of key numbers. Publisher assumes no responsibility should it become necessary to backup coupons. Publisher may elect to rerun prior 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. Rates are subject to change without notice. Advertiser on contract shall have the option to cancel within ten (10) days of the ad reservation deadline if rates are changed.

### Miscellaneous

WEA News limits the amount of advertising per issue. Orders should be placed well ahead of copy closing date since available space is frequently filled prior to stated closing. Only specific sizes of ads are accepted. Please read dimensions carefully. Advertisers may request special positioning for their insertion. Final placement is left up to the discretion of the editor.

### Advertising Policy

All advertising copy is subject to approval by the Wyoming Education Association. WEA News reserves the right not to publish any advertising copy submitted within its sole and absolute discretion for any reason whatsoever. WEA/NEA products and services have first priority for advertising space.

#### WEA NEWS WILL NOT PRINT

Any advertising that is deemed misleading or offensive to members, inconsistent with programs and purposes of the Association, in conflict with the Association sponsored programs or services, or in conflict with WEA Board Policy. Advertising simulating editorial content. Advertising for tobacco or alcoholic beverages.

These rules are subject to change at any time. WEA News will attempt to notify advertisers that advertising copy is non-conforming as soon as possible. Nonetheless, if conforming copy is not received by closing date, the nonconforming copy will not be published, no cancellations will be accepted and no refunds will be made.

### Design

WEA News will accept photo ready art in a pdf, jpg or tiff format.

If you require design assistance, please contact Sue Clark at [sclark@wyoea.org](mailto:sclark@wyoea.org) for rates and deadlines.

**Sponsorship Level:** Golden Green Red Section

**Section Sponsorship:** \_\_\_\_\_

**Rate:** \_\_\_\_\_

**Ad Size:** \_\_\_\_\_ **Edition:** 1 2 3 4

**Signature:** \_\_\_\_\_

**Date:** \_\_\_\_\_

Individual ads may be purchased.  
See the advertising dimensions/rates  
on the next page.

# Advertising Dimensions/Rates

**Full Page**

**\$700**

(8.25 x 10.5)

Back Cover \$1000

**1/3 Page**

**Vertical**

**\$300**

(3.0 x 10.5)

**1/2 Page**

**\$400**

(8.25 x 5.25)

**1/4 Page**

**Vertical**

**\$350**

(4.125 x 5.25)

**1/3 Page  
Horizontal**

**\$300**

(8.25 x 3.55)