

# WEA Wyoming Education Association news

2017 - 2018

## **Communications Advertising Kit**

The professional publication of the 6,000 members of the Wyoming Education Association mailed four times per year with an average circulation of 7,000 copies mailed directly to:

WEA Members  
School Board Members  
School Superintendents  
Wyoming Political Officials  
Legislators  
Statewide Media  
State Education Association Affiliates

**Together We Succeed!**



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

### WEA Elected Officers

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

### Board of Directors

Mary Wolf, Steve Thulin, Barbara  
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Barry McCann, Jon VanOverbeke,  
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Madeline Trujillo-Hamel, Darlene Erickson

Exec. Director	Ron Sniffin
Editor	Coleen Haines
Proofreader	Kathy Scheurman
Ad & Layout	Nate Neujahr

### 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 the education 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  
Lander 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 - \$6,000 - 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 2017 handbook.

### **Red Apple - \$3,500 - 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 2017 handbook.

## **WEA News Section Sponsorship - \$1,000**

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

### **Your WEA at Work or 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)

**Ad/Layout:** Nate Neujahr (307) 634-7991 ext. 114 - [nneujahr@wyoea.org](mailto:nneujahr@wyoea.org)

### **Wyoming Education Association**

115 E. 22nd Street, #1, Cheyenne, WY 82001  
[wyoea.org](http://wyoea.org) | [wyoea.new@gmail.com](mailto:wyoea.new@gmail.com)  
(800) 442-2395 | Fax: (307) 778-8161

## Production Schedule & Details

<u>Issue</u>	<u>Advertising Deadline</u>	<u>Printer Deadline</u>
Back-to-School	September 8th	September 21th
Winter/Pre Legislative	December 1th	December 18th
Spring/Post Legislative	March 9th	March 22nd
Summer	June 8th	June 21st

## 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 on 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.

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

## 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 accepts photo ready art in a pdf, jpg or tiff format.

If you require design assistance, please contact Nate Neujahr at [nneujahr@wyoea.org](mailto:nneujahr@wyoea.org) for rates and deadlines.

**Sponsorship Level:** Golden Green Red Section

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

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

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

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

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

# Advertising Dimensions/Rates

\*Examples are 90% of actual size

\* Bleed of .125 inch is preferred

## Full Page

\$700

(8.5 x 10.875 in.)

Back Cover \$1000

## 1/3 Page Vertical

\$300

(8.5 x 3.625 in.)

## 1/2 Page

\$400

(8.5 x 5.438 in.)

## 1/4 Page

\$350

(4.25 x 5.438 in.)

## 1/3 Page Horizontal

\$300

(8.5 x 3.625 in.)