

2017 CETPA Publications

# MEDIA KIT



## CALIFORNIA EDUCATIONAL TECHNOLOGY PROFESSIONALS ASSOCIATION (CETPA)

CETPA serves the technology community of California's public school systems (K-12 and some colleges). The Association's goal is to improve the quality of curriculum and instructional content by offering technology-enriched resources to teachers and students. CETPA develops and refines standards for technology implementation; works to increase the awareness of state and federal funding opportunities; and keeps educational professionals current on technology trends.

Members and conference attendees include CTOs and Directors of Technology, Network Managers and Engineers, Data Base Administrators, Support, and Technicians. Classroom teachers, Curriculum Directors, Administrators, and District and County Superintendents are also represented.

### EDTECH JOURNAL

CETPA's California EdTech Journal provides our members with cutting edge information on issues concerning technology in California's educational institutions. The Journal is distributed to our membership which consists of technology directors and staff in K-12 school districts. The Journal also reaches all California superintendent offices as well as select colleges and universities for use in the curriculum decision making processes.

The goal of our journal-based publication is to further establish CETPA as an authority to our California legislature, California Department of Education, and other professional organizations such as ACSA, CCSESA, CASBO, and CUE.

Each publication will have articles authored by experts in fields that are directly related to our professional membership.

- President's Message – Current CETPA President overview of the publication
- The Professional – Articles building our professional body of knowledge
- Common Core/SBAC – Article on technology integration and assessment
- Legislation/Legal – Advocacy for K-20 EdTech in Sacramento and Legal advisories
- Money – Fiscal side of technology

Editorial Contributions are welcome. However, CETPA reserves the right to review, edit and approve all editorial submissions. Advertorials are not accepted. However, display advertising is welcome. Please contact Lisa Kopochinski at Lisakop@sbcglobal.net.

Vendors and Partners in the educational technology community will benefit greatly by aligning themselves with CETPA through advertising in this progressive new Journal. Your advertising will appear in print and digital format including an on-line presence with the CETPA website.

### CETPA MOBILE APP PROMOTION OPPORTUNITIES

Promote your company in the CETPA Conference Mobile App! Designed by CrowdCompass, our conference app provides everyone with the opportunity to connect with attendees in a unique and personal way. CETPA's custom-designed, comprehensive mobile app puts all event information at the attendees' fingertips – anytime, anywhere – with real-time updates provided during the entire conference. This free app can be easily downloaded by all attendees throughout the conference and will be available as a resource for one year after the 2017 conference.

Tapping into sponsorship opportunities through the use of the app, gives our exhibitors and sponsors the strongest platform to reach attendees during the entire conference. Because the app is free and easy to download, you are able to connect with a large audience of users, whether they are on an iPhone, iPad, iPod Touch, Android, Android Tablet, or on other mobile devices. Even better yet, the app is activated 3 weeks prior to the conference and remains active for leads and notes long after the conference ends.

### ADVERTISING CONTACT

AOS, Inc.  
9580 Oak Avenue Parkway,  
Suite 7-273  
Folsom, CA 95630  
(916) 990-9999  
cicit@aosinc.biz  
www.aosinc.biz

### CETPA OFFICE

Andrea F. Bennett, PMP®  
Executive Director, CETPA  
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Sacramento, CA 95814  
(916) 504-3264



## ED TECH JOURNAL & CONVENTION PROGRAM AD RATES

B&W RATES	1X	3X	COVER RATES	1X	3X
2 Page Spread	\$2,100	\$1,700	Back Cover	\$2,500	\$2,000
Full Page	\$1,500	\$1,200	Inside Covers	\$2,300	\$1,800
1/2 Page	\$1,100	\$ 880	<b>GUARANTEED SPECIAL POSITION</b>		
1/3 Page	\$ 800	\$ 640	All ads sold on a first-come, first-serve basis. Other than covers, 15% surcharge on space to secure preferred position. Otherwise all space requests accommodated at the discretion of the publisher and space available.		
1/4 Page	\$ 600	\$ 480			

Color included in ad rates.

## MAGAZINE AD DIMENSIONS

SIZE	WIDTH	HEIGHT	SIZE	WIDTH	HEIGHT
2 Page spread	16.75"	10.875"	1/2 Page – vert.	4.875"	7.375"
total with bleed:	17.00"	11.125"	1/2 Page – horiz.	7.375"	4.875"
live area/type area:	16.00"	9.875"	1/3 Page – sq.	4.875"	4.875"
Covers – bleeds	8.375"	10.875"	1/4 Page – vert.	3.375"	4.875"
total with bleed:	8.625"	11.125"	1/4 Page – horiz.	4.875"	3.375"
live area/type area:	7.375"	9.875"			
Full Page – float	7.375"	9.875"			

## MECHANICAL REQUIREMENTS

Advertisers must submit camera ready art, matching the exact dimensions of the specified ad, in one of the following formats.

No other formats are accepted:

- Press-quality PDF (with bleeds and crop marks on full page ads **only**) or
- 300 dpi TIFF or EPS (must be original min. resolution)

Upload camera ready art to the AOS FTP at [www.aosinc.biz](http://www.aosinc.biz)

## 2017 DEADLINE

(Dates Subject to Change)

ISSUE	PUBLICATION DATE	ADVERTISING CONTRACT/ART
ISSUE 1	June 2017	May 5, 2017
ISSUE 2	October 2017	Sep. 8, 2017
ISSUE 3	February 2017	Jan. 5, 2017
Conference Mobile App	November 2017	Oct. 14, 2017

To place your Ed Tech Journal Advertising or Mobile App Sponsorship, call Cici Trino at AOS, Inc.(916) 990-9999 or [cicit@aosinc.biz](mailto:cicit@aosinc.biz).



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## CETPA 2017 CONFERENCE MOBILE APP

### Banner Ads – \$1,000 for 6 second duration or \$1,800 for 15 second durations

Conference Banner ads put your company front and center by consistently appearing to our attendees through the conference app. Your message will be scrolling through the app 24/7 during and after the conference. Increase brand visibility and drive attendees to your booth or event through this message. Attendees can easily connect with you by tapping through to your website or conference message.

- For ultimate visibility, the ads rotate every 6 -15 seconds on the landing, activity feed, speakers, exhibitors and info pages within the app.
- CETPA will provide you with an analytics report of impressions and click-through rates.

*Please a 640x150 pixels file with embedded link*

### Beacon Alert – \$800 for a single day alert or \$1,200 for the entire conference

Beacons are an innovative feature taking the event business by storm. Since Wi-Fi is not needed for use, beacons offer a foolproof way to connect with attendees. Beacons will be placed in strategic locations throughout the conference and enable smart notifications to be transmitted to attendees who are in range. Since beacons do not require Wi-Fi but instead Low Energy Bluetooth, attendees don't have to worry about battery drain when using the feature.

- Attendees receive alerts throughout the conference location
- Alerts encourage interaction with attendees
- Alerts create more traffic to your booth or sponsored event

*Please limit your notification statement to 100 characters. The program will not accept more than the 100 characters and that does include spaces.*

### Published Notifications – \$500 per notification and only one per company

These notifications appear in the background of the activity feed and you message is announced by a notification alert. This option is for companies who are sponsoring events within or outside of the Conference such as seminars, hospitality booths or special social events during the evenings of the conference.

- Alerts pop up within the activity feed and the home page of the app
- Attendees receive notifications as long as they have the app open

*Published Notifications have a character limit of 140 characters (including spaces and the URL address)*

### Map Logo – \$800 per logo (limit of 4 spots available and one per company)

Your company logo will appear at the top of the Trade Show Map within the app

*File must be a JPEG or PNG and images should be 2000 by 2000 pixels and 10MB or smaller.*

### Map Pins (Hot Spots) – \$500 (limit of 8 spots available and one per company)

A hot spot indicator will hover over your location and allow you to present an incentive message to attendees while they are viewing the map of the trade show floor. These are open to exhibitors with special on-site offers to attendees.

- Red dots indicate special offers which will give attendees incentive to click and see your offer.

*Hot Spot Notifications have a character limit of 75 characters including spaces.*

# CETPA Insertion Order

Advertiser (name of company or product being advertised) \_\_\_\_\_

Agency (if applicable) \_\_\_\_\_

Contact \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail Address \_\_\_\_\_ Web Site \_\_\_\_\_

Sales or Marketing Contact \_\_\_\_\_ Phone \_\_\_\_\_

Space Rate: <input type="checkbox"/> member <input type="checkbox"/> non-member	\$ _____
Special Placement (add 15% to gross):	\$ _____
Discount:	\$ _____
Mobile App Charge:	\$ _____
Net Cost Per Insertion:	\$ _____
Number of Insertions:	_____
Total for Contract	\$ _____

Artwork:  New  pick up from: \_\_\_\_\_

Placement: \_\_\_\_\_

ISSUE/MOBILE APP	SIZE	SHAPE	COLOR	PRICE
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____

This is a legally binding contract. In signing, the advertiser and the agency agree to abide by the contract regulations stated in this contract. Return completed form to: Advertising Department, 9580 Oak Avenue Parkway, Suite 7-273, Folsom, CA 95630.

Payment made payable to:  
Association Outsource Services Inc.

Authorizing Signature \_\_\_\_\_ Date \_\_\_\_\_

Name and Title (Please Print) \_\_\_\_\_

# Advertising Invoice

## COPY AND CONTRACTS REGULATIONS AND POLICY

a) All advertising is subject to the publisher's approval. The publisher reserves the right to reject advertising, which it feels, is not in keeping with the publication's standard. b) 15% commission shall be paid to recognized agencies on space and position charges only, provided however that said commission may be forfeit on invoices remaining unpaid 35 days following date of invoice. c) All advertising orders are accepted subject to the terms and provisions of the current rate card. d) A contract year, or twelve month period, starts from the date of the first insertion. Twelve month periods do not overlap; in other words, space counted in one contract period to determine the rate for the subsequent or past periods. e) If more or fewer insertions are used within one year than specified in the order, charges will be adjusted in accordance with established rates. However credits earned will apply to billings no cash rebates will be made. f) Advertiser and advertising agency agree to indemnify, defend, and save harmless the publisher from any and all liability for content (including text, illustrations, representations, sketches, maps, trademarks, labels or other copyrighted matter) of advertisements pursuant to the advertiser's or agency's order. g) The publisher reserves the right to reject, discontinue or omit any advertising or any part thereof. This right shall not be deemed to have been waived by acceptance or actual use of any advertising matter. The publisher's liability for any error will not exceed the charge for the advertisement in question. h) Publisher is not liable for delays in delivery and/or non delivery in the event of Act of God, action by any governmental or quasi-governmental entity, fire, flood insurrection, riot, explosion, embargo, strikes whether legal or illegal, labor or material shortage, transportation interruption or any kind, work slowdown, or any condition beyond the control of publisher affecting production or delivery in any manner. i) Failure to make the order correspond in price or otherwise with the rate schedule is regarded only as a clerical error and publication is made and charged for upon the terms of the schedule in force without further notice. j) Rates are subject to change during the publishing year. However, rates will hold for signed contracts/insertion orders received prior to published rate change. k) Any deliberate attempt to simulate the publication format is not permitted, and the publisher reserves the right to place the word "advertisement" on any advertisement. l) No guarantee for specified position is made unless the position premium has been added to the contract. m) Advertisements ordered set will be charged for composition. n) Publisher reserves the rights to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the publisher. o) Cancellations are not accepted after the space close date. Advertisers who do not provide materials by the deadline will be required to rerun an existing advertisement. If an ad rerun is not possible, a 65% cancellation fee will be charged.

**MATERIALS:** Advertiser or authorized agency must forward all art materials and contract to:

AOS, Inc. – 9580 Oak Avenue Parkway, Suite 7-273, Folsom, CA 95630.

Submit artwork only online: [www.aosinc.biz](http://www.aosinc.biz)

For questions regarding your ad, please contact your sales representative:

\_\_\_\_\_ at (\_\_\_\_) \_\_\_\_\_

## For administrative use only

SR: \_\_\_\_\_ Date \_\_\_\_\_

VP: \_\_\_\_\_ Date \_\_\_\_\_

File: \_\_\_\_\_ Date \_\_\_\_\_