

8 CETPA Publications

# 2018 MEDIA KIT





## CALIFORNIA EDUCATIONAL TECHNOLOGY PROFESSIONALS ASSOCIATION (CETPA)

CETPA serves the technology community of California’s public school systems (K-12 and some colleges). 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.

## CALIFORNIA 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.

***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.***

The goal of our journal-based publication is to further establish CETPA as an authority to our California Legislature, California Department of Education, and to 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. Please contact Lisa Kopochinski at Lisakop@sbcglobal.net.

## CETPA MOBILE APP PROMOTION OPPORTUNITIES

Promote your company in the CETPA Conference Mobile App! Designed by Crowd Compass, 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 realtime 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 2018 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 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.

P.O. Box 39  
Fair Oaks, CA 95628 Folsom, CA  
95630 (916) 961-9999  
cicit@aosinc.biz  
www.aosinc.biz

### CETPA OFFICE

Andrea F. Bennett, PMP®  
Executive Director, CETPA  
980 9th Street, Floor 16, Suite 21  
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## ED TECH JOURNAL AD RATES

AD 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	\$ 950	<b>GUARANTEED SPECIAL POSITION</b>		
1/3 Page	\$ 800	\$ 640	All ads are sold on a first-come, first-serve basis. Other than covers, a 15% surcharge on space will be added to secure preferred position. Otherwise all space requests are 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)

## SPONSORED CONTENT

### \$1,500 (one insertion per year per advertiser)

CETPA accepts sponsored content for the EdTech Journal from corporate sponsors and advertisers representing education organizations, businesses, policy-making bodies and other influencers dedicated to transforming and promoting education technology. Content must be timely, informative and of interest to our audiences. CETPA staff will vet the content to ensure quality and production value. Overt advertising or promotional copy will not be accepted. Please ask sales rep for the Sponsored Content guidelines.

## 2018 DEADLINES

(Dates Subject to Change)

ISSUE	PUBLICATION DATE	ADVERTISING CONTRACT/ART
ISSUE 1	February 2018	February 2, 2018
ISSUE 2	July 2018	June 29, 2018
ISSUE 3	October 2018	September 14, 2018
Conference Mobile App	November 2018	October 5, 2018



## **CETPA 2018 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 submit a png file of 640x150 pixels with embedded link*

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