



California  
Employers  
Association™

# PARTNERSHIP PROGRAMS

## WHAT IS A CEA PARTNERSHIP?

CEA partners offer services to employers across California. Partners have the opportunity throughout the year to connect with employers on our website, in digital communications, on social media, and at onsite and virtual events.

## WHY BE A PARTNER?

CEA partners have the opportunity to connect with more than 22,000 businesses who utilize our services. Our website averages over 37,000 hits a month. We refer CEA members to support our partners when looking for products and services.

### — TITANIUM —

#### This package includes:

- Listing on partner page
- Featured partner on homepage of website
- Exclusive partner for industry referrals
- New member packet inserts
- 4 Newsletter articles
- 4 Newsletter ads
- 4 Blog ads
- 4 Webinar sponsorships
- 2 Webinar co-host
- 4 Exclusive email blasts
- 4 Social media posts
- Quarterly payments available

**\$20,000**  
PER YEAR

### — DIAMOND —

#### This package includes:

- Listing on partner page
- New member packet inserts
- Featured partner on homepage of website
- 1 Newsletter article
- 1 Newsletter ad
- 1 Blog ad
- 2 Webinar sponsorships
- 1 Webinar co-host
- 4 Exclusive email blasts
- 4 Social media posts

**\$5,000**  
PER YEAR

### — PLATINUM —

#### This package includes:

- Listing on partner page
- New member packet inserts
- 1 Newsletter article
- 1 Newsletter ad
- 1 Blog ad
- 1 Webinar sponsorship
- 1 Webinar co-host
- 2 Exclusive email blasts

**\$3,500**  
PER YEAR

### — GOLD —

#### This package includes:

- Listing on partner page
- New member packet inserts
- 1 Newsletter article
- 1 Newsletter ad
- 1 Blog ad

**\$2,500**  
PER YEAR

# PARTNER AGREEMENT

## ☐ **Titanium Package: \$20,000/yr.**

- Listing on partner page\*
- Featured partner on Homepage of Website
- Exclusive partner for Industry Referrals
- New Member Packet Inserts\*
- 4 Newsletter Articles
- 4 Newsletter ads
- 4 Blog ads
- 4 Webinar Sponsorships
- 2 Webinar Cohost
- 4 Exclusive Email Blasts\*\*
- 4 Social Media Posts
- Quarterly payments available

## ☐ **Diamond Package: \$5,000/yr.**

- Listing on partner page\*
- New member packet inserts\*
- Featured partner on homepage
- 1 Newsletter article
- 1 Newsletter ad
- 1 Blog ad
- 2 Webinar sponsorships
- 1 Webinar co-host
- 4 Exclusive email blasts\*\*
- 4 Social media blasts

## ☐ **Platinum Package: \$3,500/yr.**

- Listing on partner page\*
- New Member Packet Inserts\*
- 1 Newsletter article
- 1 Newsletter ad
- 1 Blog ad
- 1 Webinar sponsorship
- 1 Webinar co-host
- 2 Exclusive email blasts\*\*

## ☐ **Gold Package: \$2,500/yr.**

- Listing on partner page\*
- New Member Packet Inserts\*
- 1 Newsletter article
- 1 Newsletter ad
- 1 Blog ad

## ADD-ON PROMOTIONAL OPPORTUNITIES

### All Package Add-Ons

	<b>NEWSLETTER ARTICLE***</b> Submit an article up to 500 words long for inclusion in the monthly CEA Newsletter. The article is permanently posted to the CEA website and includes a link to your website.	\$495
	<b>BLOG AD***</b> Single advertisement permanently posted on one blog post with a link to your website. Choose from 2 advertisement options.	\$395
	<b>NEWSLETTER AD***</b> Your advertisement with a link to your website is included on 1 monthly email newsletter announcement which reaches over 15,000 subscribers.	\$295

### Platinum, Diamond & Titanium Package Add-Ons

	<b>WEBINAR SPONSORSHIP</b> Your logo included on all marketing materials for one webinar. Your promotional piece included in webinar handouts, a dedicated slide in presentation, and an introduction at the event. Includes a list of registrants.	\$495
	<b>WEBINAR CO-HOST</b> You are the subject matter expert one 60 minute webinar. Your logo is included on all marketing materials. Your webinar will be offered free to all CEA members. Includes a list of registrants.	\$695
	<b>EXCLUSIVE EMAIL BLAST**</b> Exclusive email blast to CEA's membership list.	\$495

### Diamond & Titanium Package Add-Ons

	<b>SOCIAL MEDIA POST</b> Scheduled post promoting your business on CEA's social channels (Facebook, Instagram, LinkedIn, and X/Twitter).	\$250
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Total \$: \_\_\_\_\_

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_ CEA #: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_ Email: \_\_\_\_\_

Facebook: \_\_\_\_\_ LinkedIn: \_\_\_\_\_

Instagram: \_\_\_\_\_ X/Twitter: \_\_\_\_\_

Contract Valid From: \_\_\_\_\_ To: \_\_\_\_\_

Signature

CEA Representative

Print Name

Print Name

**\*LISTING ON PARTNER PAGE:** Your company will receive a full page listing on the CEA website under the partners section promoting your business. **\*NEW MEMBER PACKET INSERTS:** Your provided promotional piece will be included in new member welcome packets, as well as renewal packets. (1000 minimum of marketing materials). **\*\*EMAIL BLASTS:** Dedicated email promotion to CEA's entire membership list. Content for the email to be provided by the partner, before selecting a date for email send. Dates are available on a first come, first served basis. **\*\*\*CEA has final approval on all articles and ads.**

## ADVERTISING SPACE & MATERIALS DEADLINE:

Reserve your ad space the first business day of the month preceding the issue date (example: January 1st for February Issue). Materials are due by the 15th of the month. Creation of ads must come from the partner (see below mockups for ad examples).

## REQUIREMENTS

- All ads may be in black & white or color, and must be at least 96 dpi
- File Types Accepted: High Resolution jpg.
- Send all materials and correspondence to: [marketing@employers.org](mailto:marketing@employers.org)

## NEWSLETTER EMAIL ADVERTISEMENT

\$295

Logo included in one edition of our monthly newsletter email.

SPECS: 728 x 90 Pixels



## BLOG ADVERTISEMENT | OPTION 1

\$395

Single advertisement permanently posted on right vertical column of blog article.

SPECS: 120 x 500 Pixels

### Accommodations for Digital Interviews

Tags: ADA, digital interviews

Posted by: CEA's HR Advisor Team on Thursday, September 13, 2018 at 8:00:00 am



On September 7, the EEOC released an [informal discussion letter](#) that, while not an official opinion of the Commission, nonetheless reminds employers that they need to keep applicants who are deaf or hard of hearing in mind when extending invitations for digital interviews (typically video or virtual interviews). The inquiry that prompted the informal discussion letter came from an applicant who was invited by two different companies to participate in such interviews.

The ADA's prohibition in Title I against discrimination in employment includes recruitment, advertising, job application procedures, and hiring. Title I also makes it illegal for covered entities to refuse "to make reasonable accommodation to the known physical or mental limitations of an otherwise qualified applicant or employee with a disability" unless the entity can show it would cause "undue hardship."

**Digital interview accommodations.** The law requires that companies make hiring processes accessible to applicants with disabilities. So, if an applicant requests a reasonable accommodation to participate in a digital interview, or requests a different interview method as a reasonable accommodation, a company will violate the ADA if it refuses to provide one.

#### Takeaways:

- Companies that use digital interviews should ensure that applicants are able to make accommodation requests.
- Companies should consider whether they are adequately warning applicants that digital interviews may require accommodations, without providing any information about how to make accommodation requests.
- Employees who request accommodations for digital interviews, or who request a different interview method, should be clearly stated that due to the nature of the digital interview, or that they would not be able to participate in the interview.



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## BLOG ADVERTISEMENT | OPTION 2

\$395

Single advertisement permanently posted on the upper right corner of blog article.

SPECS: 180 x 150 Pixels

### Accommodations for Digital Interviews

Tags: digital interviews, ADA

Posted by: CEA's HR Advisor Team on Thursday, September 13, 2018 at 8:00:00 am



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