

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



— 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



Listing on partner page*

□ Titanium Package: \$20,000/yr.

· Featured partner on Homepage of Website



 Exclusive partner for Industry Referrals 					
 New Member Packet Inserts* 4 Newsletter Articles 4 Newsletter ads 4 Blog ads 	Sul	NEWSLETTER ARTICLE*** 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. \$49 BLOG AD*** Single advertisement permanently posted on one blog post with a link to your website. Choose from 2 advertisement options. \$39			
 4 Webinar Sponsorships 2 Webinar Cohost 4 Exclusive Email Blasts** 4 Social Media Posts Quarterly payments available 	Sin wit				
 Diamond Package: \$5,000/yr. Listing on partner page* New member packet inserts* 	You	NEWSLETTER AD ^{***} Your advertisment with a link to your website is included on 1 monthly email newsletter announcement which reaches over 15,000 subscribers.		\$295	
Featured partner on homepage1 Newsletter article	Platinum, D	Platinum, Diamond & Titanium Package Add-Ons			
 1 Newsletter ad 1 Blog ad 2 Webinar sponsorships 1 Webinar co-host 4 Exclusive email blasts** 4 Social media blasts 	You You ica:	WEBINAR SPONSORSHIPYour logo included on all marketing materials for one webinar.Your promotional piece included in webinar handouts, a ded-icated slide in presentation, and an introduction at the event.Includes a list of registrants.			
 Platinum Package: \$3,500/yr Listing on partner page* New Member Packet Inserts* 1 Newsletter article 	• You log be	WEBINAR CO-HOSTYou are the subject matter expert one 60 minute webinar. Yourlogo is included on all marketing materials. Your webinar willbe offered free to all CEA members. Includes a list of registrants.			
 1 Newsletter ad 1 Blog ad 1 Webinar sponsorship 		EXCLUSIVE EMAIL BLAST**\$495Exclusive email blast to CEA's membership list.\$495			
 1 Webinar co-host 2 Exclusive email blasts** 	Diamond &	Diamond & Titanium Package Add-Ons			
 Gold Package: \$2,500/yr. Listing on partner page* 	Sch	SOCIAL MEDIA POSTScheduled post promoting your business on CEA's social channels (Facebook, Instagram, LinkedIn, and X/Twitter).		\$250	
 New Member Packet Inserts* 1 Newsletter article 1 Newsletter ad 1 Blog ad 			Total \$:		
Company Name:					
Contact Name:			CEA #:		
Address:			State: Zi	p:	
Telephone:					
Facebook:		LinkedIn:			
Instagram:		_ X/Twitter:			
Contract Valid From:	То:				
Signature			CEA Representative		
Print Name			Print Name		

All Package Add-Ons

ADD-ON PROMOTIONAL OPPORTUNITIES

*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

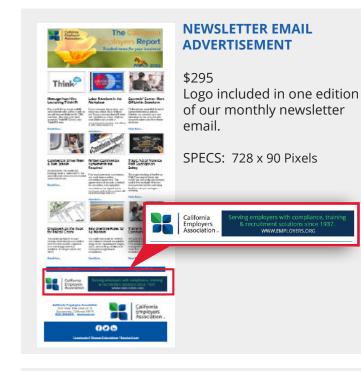


ADVERTISING SPACE & MATERIALS DEADLINE:

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



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 8:30:00 am

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On September 7, the EEOC released an informal discussion letter that, whil an official opinion of the Commission, nonetheless reminds employers that need to keep applicants who are deaf or hard of hearing in mind when extending invitations for digital interviews (typically video or virtual interv The inquiry that prompted the informal discussion letter came from an applicant who was invited by two different companies to participate in suc



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The ADA's prohibition in Title I against discrimination in employ application procedures, and hiring. Title I also makes it illegal for cover reasonable accommodation to the known physical or mental limitati applicant or employee with a disability

Digital interview accommodations.

to applicants with disabilities. So, if digital interview, or requests a differe will violate the ADA if it refuses to pro Takeaways

- · Companies that use digital in information through which n
- · Companies should reco will result in disqualificat
- accommodation requests · Employees who need rea
 - WWW.EMPLOYERS.ORG

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

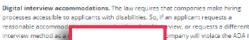
Tags: ADA, digital interviews

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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 kno physical or mental limitations of an otherwise qualified applicant or employee with a disability" unless the entity can show it would cause "undue hardship."





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s to digital interviews, ey clearly state that di nterview, or that they we

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