



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
- 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
- 2 Newsletter ad
- 2 Blog ad
- 3 Webinar sponsorships
- 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
- 2 Webinar sponsorships
- 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



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☐ 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
- 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
- 2 Newsletter ad
- 2 Blog ad
- 3 Webinar sponsorships
- 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
- 2 Webinar sponsorships
- 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

	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.	\$495
	BLOG AD*** Single advertisement permanently posted on one blog post with a link to your website. Choose from 2 advertisement options.	\$395
	NEWSLETTER AD*** 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

	WEBINAR SPONSORSHIP 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
	EXCLUSIVE EMAIL BLAST** Exclusive email blast to CEA's membership list.	\$495

Diamond & Titanium Package Add-Ons

	SOCIAL MEDIA POST 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

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 information through which recruitment, advertising, job application procedures, and hiring may be made.
- Companies should consider whether they are providing a reasonable accommodation to applicants with disabilities.
- Employees who need reasonable accommodations to participate in a digital interview should be given the opportunity to request one.



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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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