

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



☐ 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 advertisment 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				

Total	 \$:	

Company Name:								
Contact Name:			CEA #:					
Address:			City:		State:	Zip:		
Telephone:		Email: _						
Facebook:			LinkedIn:					
Instagram:			X/Twitter:					
Contract Valid From:	_ To:							
Constant			_	CEA D.				
Signature				CEA Representative				
Print Name			-	Prir	nt Name			

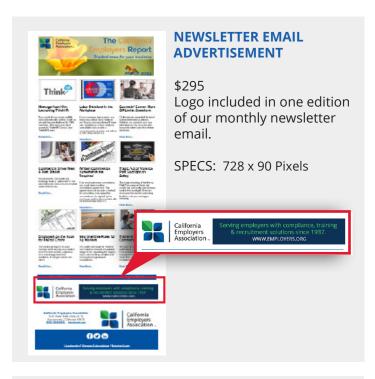


ADVERTISING SPACE & MATERIALS DEADLINE:

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.



