

WEA Wyoming Education Association **news**

2018

Political Candidate Advertising Kit

The professional publication of the Wyoming Education Association is mailed four times per year with an average circulation of 7,000 copies mailed directly to:

WEA Members
School Board Members
School Superintendents
Wyoming Political Officials
Legislators
Statewide Media
State Education Association Affiliates

Together We Succeed!



Candidate Statement Form

Each candidate will receive space in the Spring edition of the WEAnews for their candidate statement and a head-shot (candidates typically use their current school photo if available). **There will be a 60 word limit for the candidate statement. Anything over 60 words will not be included.** There is no charge to have this information included. However, you must provide the information below and a camera-ready photo of yourself by March 2, 2018. Once WEA receives your information you will receive a confirmation email. Please don't assume we have your photo and statement until you receive the confirmation.

If you would like additional information included, please see the Political Advertising Rate Sheet for advertising rates and dimensions.

Name: _____

Your Local: _____

Position You're Seeking: _____

Your Contact Info.: _____

Please provide you candidate statement - (60 word maximum)

Email completed form to: nnejahr@wyoea.org or
mail to WEA, Attn: Nate Neujahr
115 East 22nd Street, #1, Cheyenne, 82001

DEADLINE FOR SUBMISSION IS 3/2/2018

In the Spring/Post Legislative edition of the WEAnews there is a candidate page where we list the candidate statement that we receive, along with a head-shot for each candidate, free of charge. This space is **limited to 60 words or less**. If a candidate would like to purchase space for an ad, we have included the rates and dimensions below. Candidates wishing to advertise need to submit camera-ready art in PDF or JPEG format.

Wyoming Education Association members who have informed WEA headquarters of their intension to run for an office are eligible for the political advertising rates. No more than one ad per candidate, per position will be allowed.

Production Schedule & Details

Issue	Advertising Deadline	Printer Deadline
Spring/Post Legislative	March 2, 2018	March 16, 2018

Advertising Policy

All advertising copy is subject to approval by the Wyoming Education Association. WEA News reserves the right not to publish any advertising copy submitted within its sole and absolute discretion for any reason whatsoever. WEA/NEA products and services have first priority for advertising space.

WEANEWS WILL NOT PRINT

Any advertising that is deemed misleading or offensive to members, inconsistent with programs and purposes of the Association, in conflict with the Association sponsored programs or services, or in conflict with WEA Board Policy. Advertising simulating editorial content. Advertising for tobacco or alcoholic beverages.

These rules are subject to change at any time. WEAnews will attempt to notify advertisers that advertising copy is non-conforming as soon as possible. Nonetheless, if conforming copy is not received by closing date, the nonconforming copy will not be published, no cancellations will be accepted and no refunds will be made.

Copy Regulations

Advertising should conform to standards of good design. Publisher reserves the right to screen back large reverse areas to 50 tone value and to remove or replace borders. Advertisements bearing a post office box number as an address must also indicate the business address of the advertiser.

Design

WEAnews accepts camera-ready art in a PDF or JPEG.

If you require design assistance, please contact Nate Neujahr at nneujahr@wyoea.org for rates and deadlines.

Contract Regulations

All advertisements must be paid for in advance except when approved. All accounts payable in U.S. dollars. No cancellations or alterations will be accepted after the stated closing date. Cancellations must be submitted in writing. Publisher assumes no responsibility for correcting errors in copy or for the addition of key numbers. Publisher assumes no responsibility should it become necessary to backup coupons. Publisher may elect to rerun prior copy or release space if new copy is not received by closing date. Contracts are not accepted for a period of more than one publishing year. Rates are subject to change without notice. Advertiser on contract shall have the option to cancel within ten (10) days of the ad reservation deadline if rates are changed.

Miscellaneous

WEAnews limits the amount of advertising per issue. Orders should be placed well ahead of copy closing date since available space is frequently filled prior to stated closing. Only specific sizes of ads are accepted. Please read dimensions carefully. Advertisers may request special positioning for their insertion. Final placement is left up to the discretion of the editor.

Name: _____

Position: _____

Ad Size: _____ **Rate:** _____

Signature: _____

Date: _____

Advertising Dimensions/Rates

*Examples are 90% of actual size

* Bleed of .125 inch is preferred

Full Page

\$700

(8.5 x 10.88 in.)

Back Cover \$1000

1/3 Page Vertical

\$300

(8.5 x 3.63 in.)

1/2 Page

\$400

(8.5 x 5.44 in.)

1/4 Page

\$350

(4.25 x 5.44 in.)

1/3 Page Horizontal

\$300

(8.5 x 3.63 in.)