

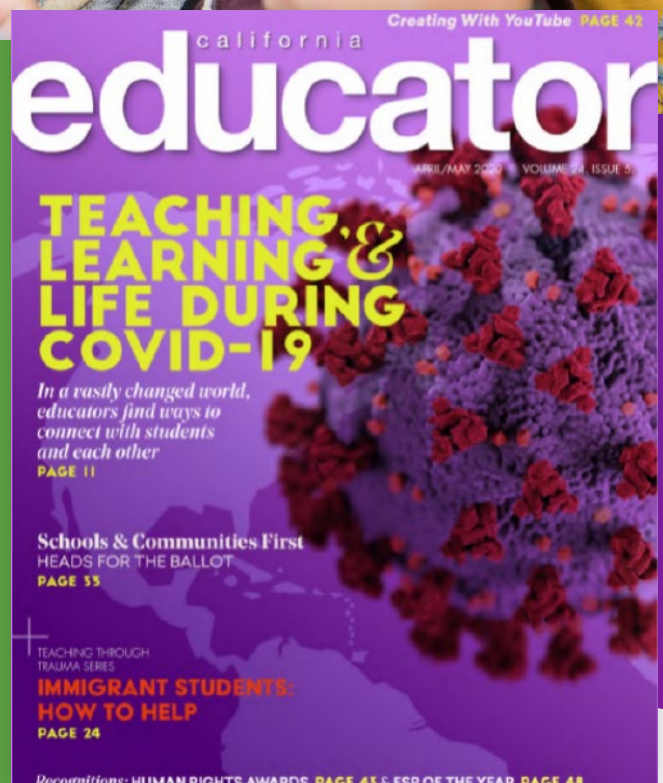
california educator

The official publication of CTA – California Teachers Association

2021 Media Guide



- *California Educator* Magazine
- CTA Bulletin Newsletter
- Website Advertising



Improving Teaching and Learning Conditions for All

California Teachers Association is the unified voice for educators in California's public schools and community colleges. CTA has been advocating for educators' rights and the rights of every public school and community college student to have access to a free, quality public education, regardless of one's ZIP code, for more than 157 years.

With the combined strength and commitment of 310,000 members, CTA is a powerful and passionate advocate for students and public education.





We Are the California Teachers Association

Our ranks also include educators who are key to ensuring students' growth and support:

Education Support Professionals

Education Support Professionals meet the needs of the whole student by keeping them healthy, safe, supported, engaged and challenged. ESPs are school paraprofessionals, office workers, librarians, coaches, bus drivers, custodians and maintenance staff in our schools.

Student Support Services Professionals

Student Support Services Professionals include school nurses, psychologists, teacher librarians, school counselors, social workers and speech-language pathologists.

Retired Educators

An active and robust branch of CTA belongs to our retired educators. CTA/NEA-Retired members provide a strong voice for education retirees in California, promoting the interest of retirees by working to set policy that will affect current educators into the future.

CTA is 310,000 educators across the state of California. Our members include K-12 classroom teachers and higher education faculty who nurture, inspire and teach students every day, and help them on their path to success.

Higher Education Faculty & Staff

The Community College Association is a statewide affiliate of CTA, representing members working in 72 community college districts and 112 community colleges in California.

Aspiring Educators, Student CTA

Student California Teachers Association is for anyone aspiring to be a teacher, school librarian, social worker, school psychologist, school nurse or college faculty member. Student CTA serves as the collective voice for aspiring educators and advocates for what we believe to be fair and just, not only for ourselves, but for our future students.

California Educator

CTA's *California Educator* is an award-winning bimonthly magazine for public school teachers, community college educators and education support professionals.

California Educator showcases CTA members, inside and outside of school. Editorial coverage includes the latest issues and trends in education and teaching and learning. Also featured is information on relevant trainings, events and conferences, along with tips and tools for educators' professional development and growth. The magazine also looks at local and state association activities.

All issues of *California Educator* include the following editorial features:

Calendar

The "must-do" list of education- and labor-related events, conferences, trainings, along with notable awareness holidays and other timely ideas and resources for the classroom

Tech Tips

Recommendations on the latest apps, programs, gear in educational technology

California Reads

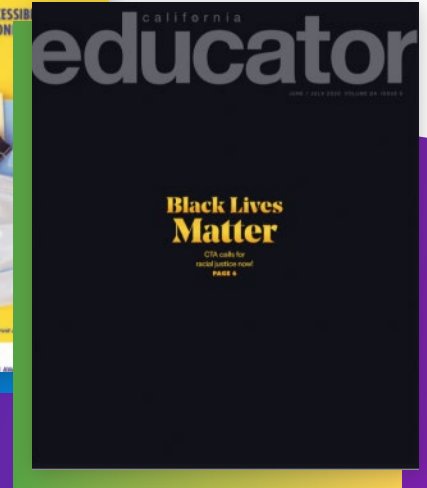
CTA promotes literacy with its list of teacher-vetted, socially and culturally relevant suggested books for all grade levels; several are spotlighted in every issue

Digital Buzz

Best ways to use social media in your work and your life

Lit From Within

New works by members, including books, blogs, albums, podcasts, video/film, etc.



California Educator – 2021 Issues

ISSUE	AD CLOSE	AD MATERIALS	MAIL DATE
DEC/JAN	11/9/20	11/20/20	11/27/20
FEB/MAR	1/11/21	1/20/21	1/25/21
APR/MAY	3/8/21	3/15/21	3/25/21
JUN/JUL	5/10/21	5/17/21	5/24/21
AUG/SEP	7/12/21	7/19/21	8/4/21
OCT/NOV	9/10/21	9/17/21	9/27/21

Special Issues

DEC
JAN

Our annual Innovation issue, highlighting members' creativity and ideas in teaching and learning.

AUG
SEP

Our annual Back to School issue, with best practices, tips and tools for educators to use in and out of the classroom.



California Educator – Rates and Creative Specifications

Each issue of *California Educator* covers issues and trends in education and reflects CTA's commitment to ensure a quality publication for all students.

California Educator

Rates			
	1X	3X	6X
Cover 2	\$7,000	\$6,650	\$6,300
Cover 3	\$6,500	\$6,175	\$5,850
Cover 4	\$7,500	\$7,125	\$6,750
Full Page	\$5,750	\$5,463	\$5,175
Two-Page Spread	\$10,925	\$10,379	\$9,833
1/2 Page (Horizontal or Vertical)	\$3,900	\$3,705	\$3,510
1/3 Page (Vertical)	\$3,250	\$3,088	\$2,925
Current circulation total is 310,000			

* Insert and bellyband opportunities are available upon request.

Agency Commission

Fifteen percent of gross billing is allowed to recognized agencies on space and color, provided account is paid within 30 days of invoice. Commissions are not allowed on reprints or *ACHE-news*.

Ad Size	Width	Depth	Trim	Live
Full Page	8.25"	10.25"	8" x 10"	7" x 9.375"
Full Page (Back Cover)	8.25"	7.875"	8" x 7.75"	7" x 7.125"
1/2 Page Horizontal	8.25"	5.25"	8" x 5"	7" x 4.687"
1/2 Page Vertical	4.25"	10.25"	4" x 10"	3.5" x 9.375"
1/3 Page Vertical	2.917"	10.25"	2.667" x 10"	2.167" x 9.375"

Prepress Specifications

- All advertising must be in a digital format. Preferred file type is PDF/x-1a.
- For quality assurance, please mail us a hardcopy color proof.
- Required format for four-color digital advertisement is press-quality, high-resolution Adobe Acrobat PDF file format with all fonts and images embedded.
- Embedded images must be a minimum of 300 ppi (pixels per inch). Color images must be CMYK. Files containing RGB or LAB images will not be accepted.
- All screen and printer fonts must be embedded. These rules also apply to text used in artwork.
- Cropmarks should be provided in the creative to show exactly how the ad should be placed in the ad space.
- Spreads and full-page ads must include a minimum of 1/8" bleed.

Inserts, polybags and other specialty print options are available. For pricing and examples contact Carol Nettles.

Advertising Sales Representatives
AdBoom Advertising
750 Hammond Dr Building 8, Suite
200, Atlanta, GA, 30328

Advertising Sales Manager
Carol Nettles
carol@adboomadvertising.com
Tel: (404) 347- 1755

CTA Bulletin

CTA's Bulletin e-newsletter is sent weekly to members with news and information about educational and labor-related events, issues and opportunities. These include skills trainings and workshops, advocacy activities and legislative updates, scholarships and grants, member discounts on a range of products and services, and more. Items are always linked to relevant CTA and partner sites.

- Newsletter is delivered on Wednesdays to 235,000 subscribers.
- Open rate - 21.5%.

CTA Bulletin

Rates

1X	\$4,500/issue
4X	\$4,050/issue
13X	\$3,825/issue
26X	\$3,375/issue

Rates are per insertion. All rates are net.



Back-to-School Ads Highlight Safety

CTA's two new TV spots welcome students and families back to school while focusing on safety above all. "No one wants to be back in the classroom more than teachers," say the educators (including Carletha Williams, above) in the ads. "We have missed you so much. But we all have to be safe." Watch and share [Working Together](#) and [Stay Safe](#).

Trainings & Workshops

DISTANCE/HYBRID LEARNING SERIES

Equity October

The California Teachers Association's Instruction and Professional Development team is holding an ongoing series of webinars this fall to help educators navigate the changing commitment for teaching and learning. Our October webinars will focus on ensuring accessibility and equity for all students while providing rich, engaging content.

ONGOING OFFERINGS

Mindful Mondays

Monday, Oct 5th
9:30 am to 10:30 am
Focus: Movement

Mindful Mondays

Monday, Oct 19th
9:30 am to 10:30 am
Focus: Meditation

Thrivify

Thursday, Oct 29th
9:30 am to 10:30 am
A strength-based student assessment tool

Teaching and Learning Through an Equity Lens

Tuesday, Oct 26th 12:30 pm to 4:30 pm
This webinar will feature a panel of teacher leaders from across the state who will discuss the work they are doing in their classrooms to promote equity through instruction. We hope to see you there!

Looking More Closely at Instruction and Equity

Thursday, Oct 28th 12:30 pm to 4:30 pm
• Option 1: Supporting Students with Disabilities
• Option 2: Supporting English Learners
• Option 3: Supporting Struggling Learners (Interim)

Instructional Rounds: Equity in Context

Round 1: Tuesday, Oct 26th 3:30 pm to 4:30 pm
Round 2: Thursday, Oct 28th 3:30 pm to 4:30 pm
Round 3: Tuesday, Oct 29th 3:30 pm to 4:30 pm
Each round will include a pre-workshop and post-workshop. All instructional rounds are available. More details will be shared soon.



REGISTRATION
www.cta.org/distanceandhybrid
Certificates of completion available for CTA members!



Creative Specifications

- Ad unit size: 300x250 (Medium Rectangle)
- Preferred file types are JPG, static GIF or PNG. Maximum file size: 40k. No scripting or animation. Third-party ad serving is not accepted.
- Space is limited to two advertisers per newsletter.
- Creative materials due 5 business days prior to publish date.

Submit creative files to

CTA_Production@adboomadvertising.com



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Website Advertising on www.cta.org/Educator

CTA.org/Educator reaches a broader audience of education stakeholders, including parents, and publishes timely news stories in addition to print.

Website

Features include

Teaching & Learning
CTA & You

President's Message
Perspectives

Advocacy
Latest News & Updates

Rates

Flat-rate

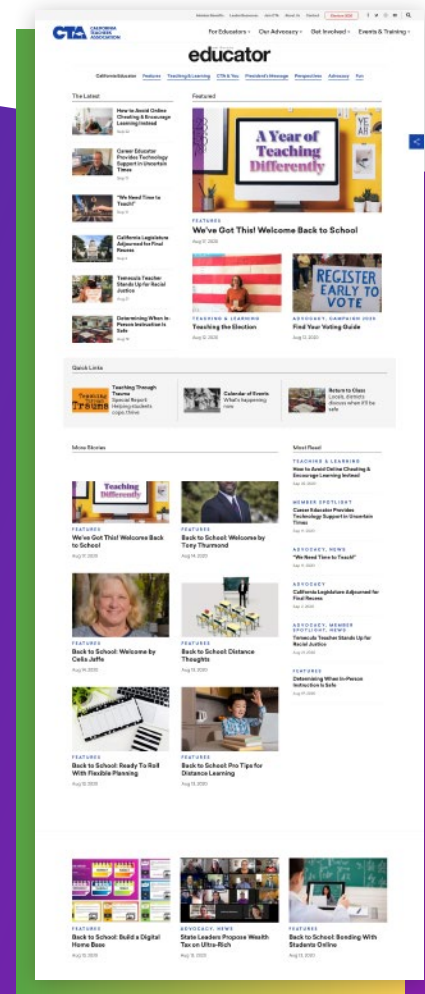
\$2,500/month

Rates are per insertion. All rates are net.

Creative Specifications

- Ad unit size: 300 x 250 (Medium Rectangle)
- Ad unit size: 728 x 90 (Leaderboard)
- Preferred file types are JPG, static GIF or PNG. Maximum file size: 40k. No scripting or animation. Third-party ad serving is not accepted.
- Space is limited to two advertisers per month.
- Creative materials due 5 business days prior to publish date.

Submit creative files to
CTA_Production@adboomadvertising.com



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CTA Advertising Policies

All advertising copy is subject to approval by the California Teachers Association. The *California Educator* reserves the right not to publish any advertising copy submitted within its sole and absolute discretion for any reason whatsoever.

The *California Educator* will not accept or print: political advertising; classified advertising; advertising for any employment positions that may adversely impact our members and/or mission of CTA; advertising for educational programs, except for courses offered for credit by member universities of: Western Association of Schools and Colleges (or the regional equivalent), the American Association of Colleges for Teacher Education, the National Council for Accreditation of Teacher Education, or courses in law offered by institutions approved by the California State Bar Association; advertising for legal, negotiation or representational services between faculty/staff and their employers; advertising simulating editorial content; advertising deemed misleading or offensive to members, inconsistent with the programs and purposes of the association, or in conflict with the association-sponsored programs; advertising for tobacco or alcoholic beverages; advertising for insurance companies (independent brokers or agents) marketing annuity products, life insurance and related products that are: a) not in one of the top two categories as rated by at least two of the following major rating firms: S&P, Moody's, Duff & Phelps, AM Best; or b) rated below the fourth category of any one of the major rating firms listed above. (Should an insurance company drop below the standards during the term of an advertising contract with the *California Educator*, the magazine will discontinue publishing the advertising and make a pro rata refund of the amounts paid for advertisements not yet run. CTA has the right to limit the amount of advertising for tax-deferred annuities as well as to determine the size of ads available for sale to any insurance company.)

These rules are subject to change at any time. The *California Educator* will attempt to notify advertisers that its advertising copy is not conforming as soon as possible. Nonetheless, if conforming copy is not received by closing date, the non-conforming copy will not be published, no cancellations after space close.

A 15% agency discount is applicable for recognized ad agencies.

Contact Us

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