



Sales Education Foundation

Elevating the Sales Profession Through University Education

Feature your company in the 2020 SEF Annual Magazine - our 14th edition

The Sales Education Foundation invites you to show your support for SEF and Professional Sales education. Become a Sponsor and receive recognition in the 2020 **Annual** magazine. Build your brand visibility and recognition among over 170 universities and the professional sales community at large.

Unlike one-time "event" sponsorship your recognition in the Annual continues for a full year. The magazine is circulated worldwide and the e-version is featured on the SEF website as a free resource throughout the year. The **Annual** provides your organization with worldwide exposure as we recognize your support for SEF and Professional Sales education.

Sponsor Rates

- 1/8 page: \$3,500 plus 25 printed copies
- 1/4 page: \$4,500 plus 50 printed copies
- 1/2 page space: \$6,500 plus 100 printed copies
- Full page space: \$10,000 plus 200 printed copies **(due by 1/10/2020 deadline)**

Contact Marty Holmes, SEF Associate Director for details on sponsor opportunities: marty@salesfoundation.org

AVAILABLE SIZES

FULL PAGE:

Maximum size for your space is 7 1/2 x 10 1/4

HALF PAGE (horizontal or vertical upon request):

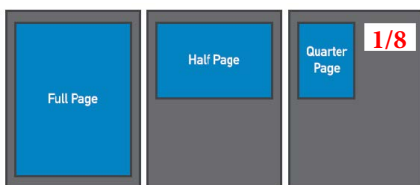
Maximum size for your art is 3 3/4 x 7 1/2

QUARTER PAGE:

Maximum size for your art is 3 3/4 x 5

EIGHTH PAGE (Horizontal - vertical upon request)

Maximum space for your art is 3 3/4 x 2



"If you share our vision for the future of Professional Sales we invite you to consider supporting SEF."

-Sally Stevens
Executive Director, SEF

FILE SPECIFICATIONS

FILE REQUIREMENTS - PDF files required

We assume due diligence was taken by your agency to preapprove and proof all advertisements before submission. If we detect an error we will contact you to resubmit.

Art files are due by **1/24/2020**. Send to Marty Holmes marty@salesfoundation.org.

IMPORTANT! IRS REGULATIONS FOR USE OF SPACE – PLEASE READ CAREFULLY

The Sales Education Foundation is a component fund of The Dayton Foundation, a 501(c)(3) public charity. In keeping with the IRS regulations around featured space in non-profit publications, the following guidelines **MUST** be followed for participating organizations.

1. Messages **may** use promotional logos or slogans that are an established part of the sponsor's identity.
2. Messages **may** display or acknowledge a product by the organization, whether for free or for remuneration.
3. Messages **may not** contain qualitative or comparative language, price information, or other indications of savings or value.
4. Messages **may not** include endorsements or inducements to purchase, sell, or use specific products or services.