

# E-NEWSLETTER ADVERTISING

The Council for Exceptional Children (CEC) produces weekly, customizable e-newsletters for members that highlight and promote CEC offerings and the CEC community. These e-newsletters offer exclusive marketing opportunities including premium listings to highlight your products and services, a special offer, or content.

CEC's audience is actively engaged in sourcing products and services designed to support the Special Education community thus providing you with an audience that has the authority to make purchasing decisions. All our subscribers are opt-ins and have specified that they would like to receive these newsletters.



## Distribution

### Audience

- **President's Newsletter** – A monthly message from the CEC president reflecting on that month's stories, inspirational teachers and students, upcoming events, and more.
  - o 16,000 subscribers (38% open rate)
- **CEC Membership Newsletter / "Membership Minute"** – A monthly highlight of benefits, including opportunities to learn, engage, and grow, to help members understand how to get the most out of their membership.
  - o 15,000 subscribers (41% open rate)
- **CEC Division Newsletter / "Division Dialogue"** – A monthly message showcasing activities, updates, and events from our Special Interest Divisions, which also acts as a reminder to CEC members that they can expand their CEC Membership to areas of focus for their careers/communities.
  - o 16,000 subscribers (26% open rate)
- **CEC Professional Development Roundup / "PD Digest"** – A monthly promotion of CEC's tools, resources, and events that Members can utilize for growth in their career.
  - o 15,500 subscribers (38% open rate)
- **Policy Insider** – A weekly review from CEC's Senior Policy and Advocacy Advisor, covering events and discussions happening on the Hill that impact Special Educators.
  - o 14,500 subscribers (43% open rate)

### Deadlines

**Deployment:** Newsletters rotate weekly on Thursday mornings, with the exception of Policy Insider, which is deployed every Friday afternoon.

**Reserving your space:** Your space commitment must be finalized at least 4 weeks in advanced and is subject to availability.

**Submitting your art:** Artwork must be received and approved 1 week prior to deployment.

**Full calendar of deployment dates and availability can be provided upon request. Please contact Sharyn Weiss for details.**

### Artwork Specs

600 x 150 pixels

.JPG, .PNG, or .GIF accepted

## Pricing Details

### Rates

We offer discounted pricing bundles to increase your visibility throughout the year.

1x	3x	6x	12x	24x
\$450	\$400 (\$1200)	\$350 (\$2100)	\$300 (\$3600)	\$200 (\$4800)

## Contact Information

Sharyn Weiss, Director of Strategic Partnerships  
sweiss@exceptionalchildren.org  
(703) 264-9405

