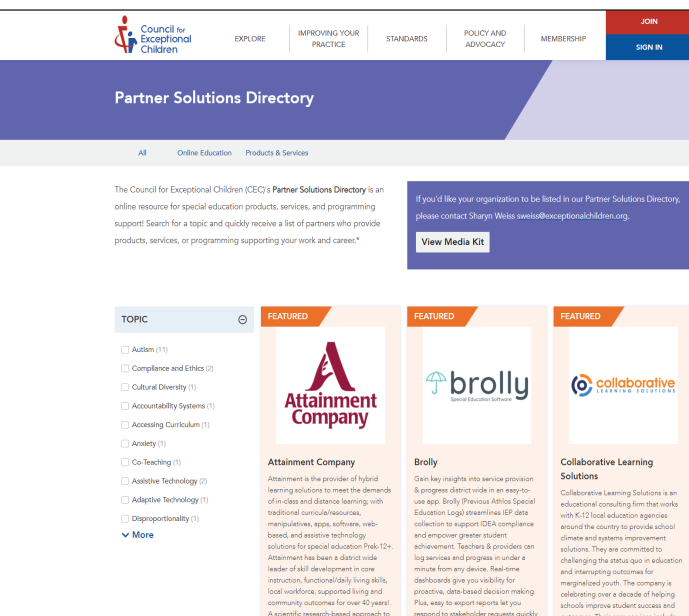


CEC Partner Solutions Directory



Reach the Special Education Community Year-Round

The CEC Partner Solutions Directory is your opportunity to reach hundreds of thousands of viewers each month by placing a listing that **shows up both in the directory and via search results within the CEC digital presence**. The CEC website is the go-to resource for educators, administrators, higher education professionals and anyone interested in supporting students from Birth to Grade 12 with disabilities and/or gifts and talents.



This resource is an affordable way to reach this community year-round. Our web team will help you make sure that your products, services, and resources are highly viewed by those serving students with disabilities.

<https://exceptionalchildren.org/solutions>

- Analytic data shows high user engagement – **1:16** is the average amount of time a user spends on a partner solutions directory listing. Forbes lists the average at 54 seconds.
- Partner solutions directory listings appear alongside CEC site search results, which indexes not only the headquarters website but also **over 40+ geographic and special interest-focused microsites**.
- Reach a large audience of special education professionals. **1.4 million users** accessed the website last year, and we continue to see **145k sessions per month** on the partner solutions directory.
- Our audience is growing! Overall pageviews to partner solutions directory listings increased **10.85% YOY**.

Packages and Benefits	Standard	Featured	Showcase	Premier
12-Month Solution Center Presence	✓	✓	✓	✓
Featured Ribbon and Promotion on PSD Listing Pages	Not Included	✓	✓	✓
Showcase Promotion on PSD Homepage (Only 8 Available)	Not Included	Not Included	✓	Not Included
Premier Promotion on PSD Homepage (Only 4 Available)	Not Included	Not Included	Not Included	✓
Branded Organization Profile Page	✓	✓	✓	✓
Videos (up to 500MB Each)		2	4	6
Product Images	5	7	10	15
PDF Documents for Download	2	4	6	8
Call-to-Action, Customizable Buttons	3	3	5	5
Year-Round CEC PSD Marketing	✓	✓	✓	✓
Partner of the Month (Only 12 Available) <i>Highlight in eBlast/CEC site search feature/social posts</i>	Add \$500	Add \$500	✓	✓
Analytics on Web Traffic and Engagement (upon request)	Once Per Year	Twice Annually	Quarterly	Quarterly
Pricing for 12 month/Listing:	\$650	\$900	\$2,500	\$4,000

Contact Information

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

Add On Opportunity

Quarterly Highlight (5 Available per qtr)
 Highlight in eBlast /TEC Journal Ad

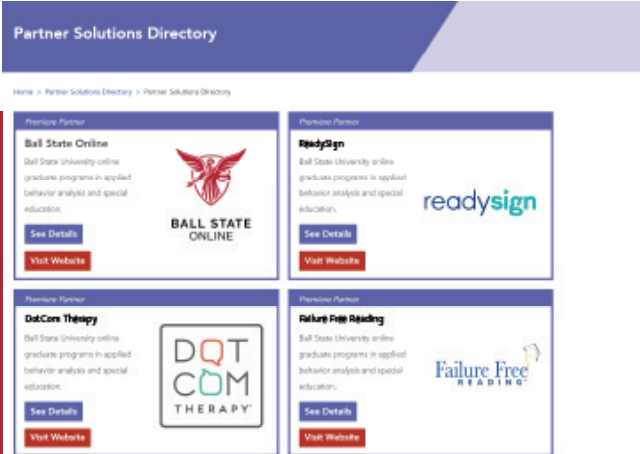
\$500

CEC Partner Solutions Directory

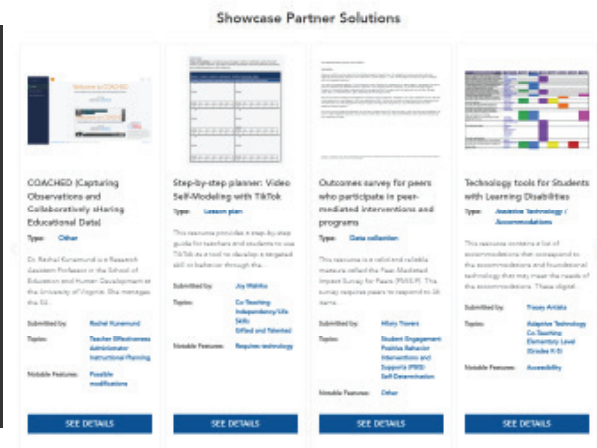
PSD Promotional Regions

The homepage of the partner solutions directory features several options for premier placement on the landing page. **PREMIERE** partners are displayed at the top of the directory. **SHOWCASE** partners are promoted just below. **FEATURED** partners are then listed in alphabetical order, followed by those who select a **STANDARD** listing.

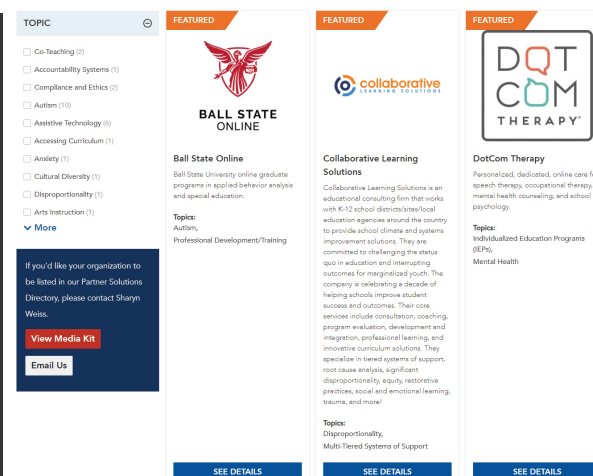
PREMIERE



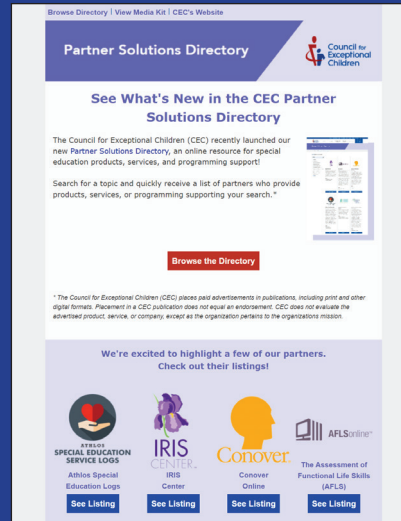
SHOWCASE



FEATURED



Promote Your Directory Listing



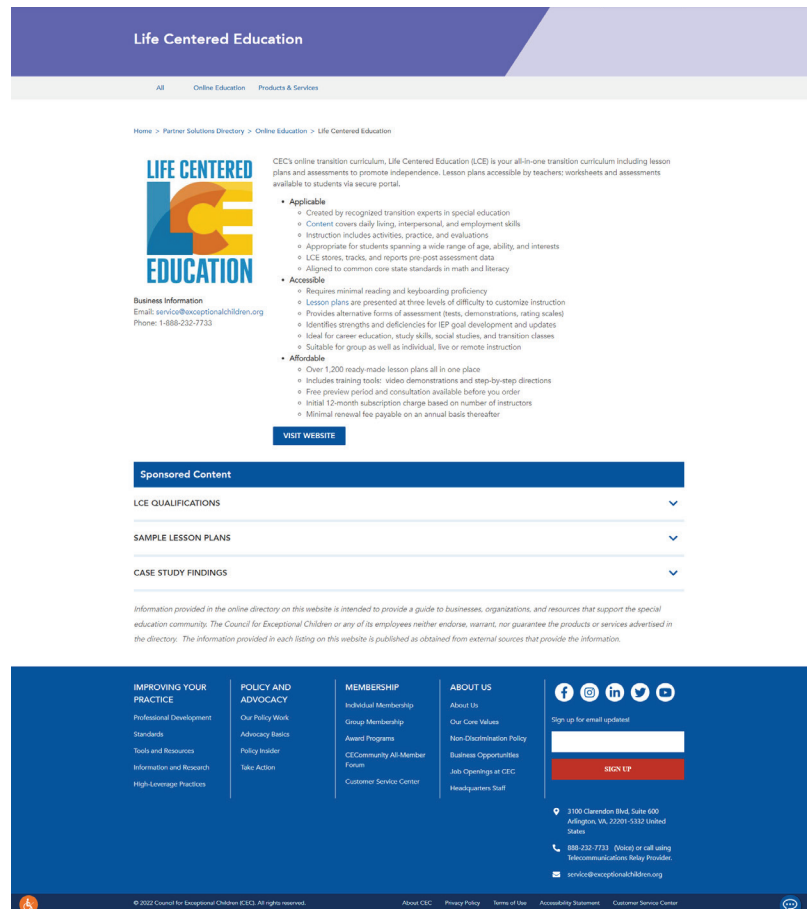
Highlight your listing in one of our **quarterly promotional eBlasts of the Resource Directory** AND in a **printed TEC Journal Ad**.

Be one (1) of five (5) featured partner opportunities in July, October, January, and April.

(Limited Availability Remains)

\$500

Sample partner solutions directory listing:



Contact Information

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swiss@exceptionalchildren.org
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