

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** – Sent every two months. A message from the CEC president reflecting on recent stories, inspirational teachers and students, upcoming events, and more.
 - o 16,000 subscribers (44% 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 (44% 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 14,000 subscribers (44% 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 careers.
 - o 11,500 subscribers (40% 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 14,000 subscribers (45% 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 advance and is subject to availability.

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

We offer discounted pricing bundles to increase your visibility throughout the year. A full calendar of deployment dates and availability can be provided upon request.

Pricing & Details

Banner Ad

Provide an image and link to engage directly with our members.

600 x 150 pixels .JPG, .PNG, or .GIF accepted
\$450 for 1x | \$1,200 for 3x | \$2,100 for 6x

Sponsored Content

Provide text-only content and one link to get your message to our members in line with CEC's news and highlights.

Headline: 60 characters

Body: 200 characters

\$750 for 1x | \$1,500 for 3x

Sample Placements

registration options, register by Oct. 26 to lock in early rates, and we'll see you in San Antonio.

UNC TEACCH Autism Program Conference: Diversity in Autism

Sponsored

Oct 12-13, 2023 – Understanding and supporting diversity among autistic individuals and their families including neurodiversity and diversity in gender, race, ethnicity, and communication. [Learn more!](#)



Council for Exceptional Children

Contact Information

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