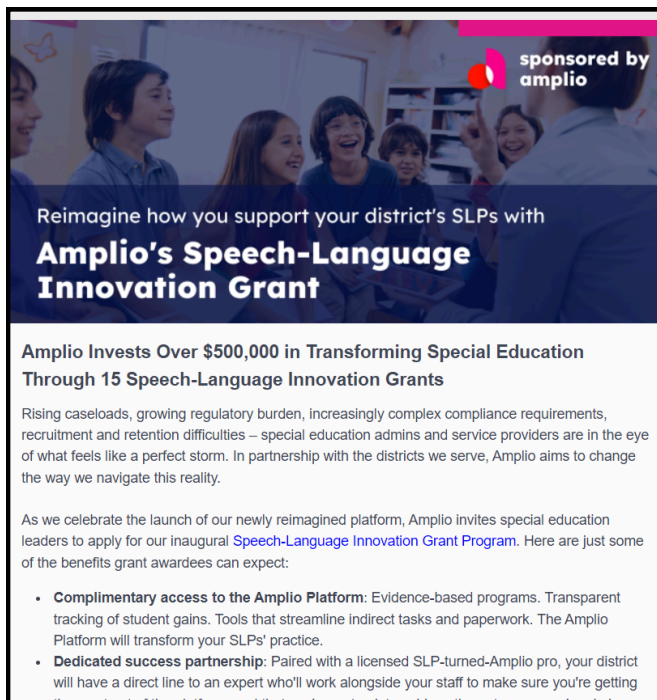


eBlasts are targeted email messages you can send to our active audience to promote your products, services, special offers, or content. CEC's engaged audience includes professionals dedicated to Special Education who have the authority to make purchasing decisions. All of our subscribers are opt-ins and have specifically requested to receive messages from our partners, leading to high open and click-through rates. We provide expert support and optimization advice to ensure your eBlast achieves the maximum possible open rates and click-throughs, helping you effectively reach and connect with potential customers.

Audience profile: CEC's mailing list includes special education teachers, administrators, paraprofessionals, early childhood educators, faculty, researchers, and other professionals.



The screenshot shows an email header with a photo of a group of people in a classroom. The text reads: "Reimagine how you support your district's SLPs with **Amplio's Speech-Language Innovation Grant**". Below the header, the main body text states: "Amplio Invests Over \$500,000 in Transforming Special Education Through 15 Speech-Language Innovation Grants". It describes the challenges of special education and how Amplio's platform aims to address them. The email also lists benefits for grant awardees, such as complimentary access to the Amplio Platform and a dedicated success partnership.

Distribution: 40,000 CEC members + non-member subscribers

Scheduling: eBlasts to be contracted/scheduled 30 days in advance

Deployment: Content to be provided ten business days prior to deployment

Rates and Availability:


- Only 24 partner eBlasts are sent annually
- **Rate for 1 eBlast: \$4,950**
- **Rate for 2 eBlasts: \$9,500**

NEW THIS YEAR: For an additional \$750, send a follow-up email to everyone who did not open your original email. A follow-up email is a powerful way to increase your engagement, conversions, and sales.

**Contact Sharyn Weiss,
Director of Strategic Partnerships**

 (703) 264-9405

 sweiss@exceptionalchildren.org

 <https://exceptionalchildren.org/about-us/business-opportunities>

Terms, Conditions and Restrictions

Email blasts are built within the CEC email platform and must feature the CEC footer. Exclusive email blasts can only be cancelled or rescheduled up to 15 business days prior to the deployment date without incurring a redeployment fee. Changes made less than 15 business days before will incur a fee of up to 50% of the original price. Missing the materials deadline may result in media cancellation.