Partner Solutions Directory



Connect with the Special Education Community Year-Round

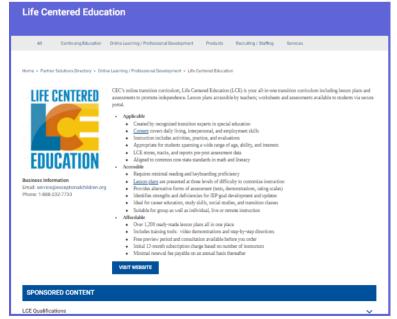
Place your listing in CEC's Partner Solutions Directory and connect with hundreds of thousands of viewers each month. The CEC website is a key resource for educators, administrators, and professionals supporting students with disabilities and talents from Birth to Grade 12.

This affordable platform ensures your products, services, and resources reach a dedicated audience. Listings appear alongside CEC search results, covering the main website and 40+ specialized microsites.

Join a growing audience: 960,000+ users visited our site last year, with 185k sessions per month and a 71.25% increase in pageviews to directory listings year-over-year.

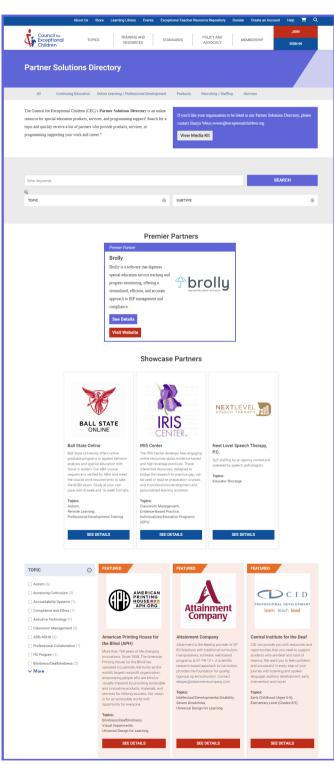
The homepage of the Partner Solutions Directory features several options for priority placement. **Premier** partners are displayed at the top of the directory. **Showcase** partners are promoted just below. **Featured** partners are then listed in alphabetical order, followed by those who select a **Standard** listing.

All listings include: 12-Month Solutions Directory presence, a branded organization profile page, and year-round CEC marketing of the directory.



Shown above is a sample of a Partner Solutions Directory listing

www.exceptionalchildren.org/solutions

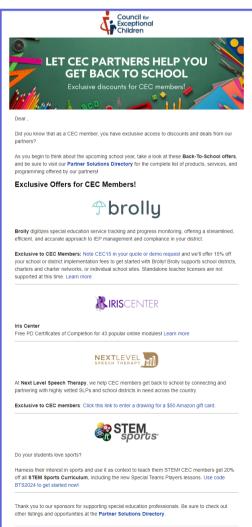


Shown above is the homepage for the Partner Solutions Directory

Partner Solutions Directory







Enhance Your Listing With These Add-On Opportunities

Quarterly Highlights

Highlight your listing in one of our quarterly promotional eBlasts of the Partner Solutions Directory **AND** in a printed TEC Journal Ad. Be one (1) of five (5) featured partner opportunities in July, October, January, and April. Participants saw an average increase of user engagement by 190%.

Partner of the Month

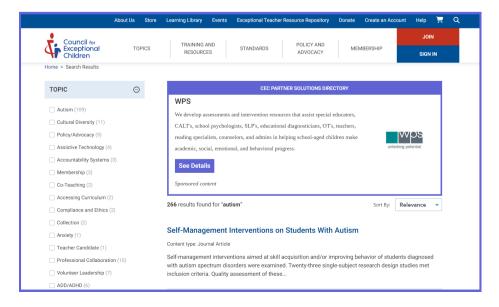
(Only 12 available slots per year)

Be featured at the top of CEC's site search results page **AND** in two (2) dedicated social media posts. Participants saw an average increase of user engagement by 222%.

Back-to-School Offers

Participate in our back-to-school eBlast, featuring discounts and offers that are designed to help CEC members prepare their classroom and curriculum. This email will deploy in July 2025. Materials will be due June 30, 2025.

Top left: Sample of quarterly Partner Solutions Directory highlight email Bottom left: Sample of annual Back-to-School offers email Bottom right: Sample of Partner of the Month placement at top of search results page of CEC's website



Partner Solutions Directory



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Packages & Benefits	Standard	Featured	Showcase	Premier
Featured Ribbon and Promotion on PSD Listing Pages		Included	Included	Included
Showcase Promotion on PSD Homepage (Only 8 Available)			Included	
Premier Promotion on PSD Homepage (Only 4 Available)				Included
Videos (up to 500MB Each)	0	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
Analytics on Web Traffic and Engagement (upon request)	Once per year	Twice annually	Quarterly	Quarterly
12-month listing	\$650	\$900	\$2,500	\$4,000
24-month listing	\$1,200	\$1,650	\$4,600	\$7,250
	Add-On Opportunities			

Start Your Listing Today

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

Add-On Opportunities				
Quarterly Highlight (5 Available per quarter)		\$500		
Partner of the Month (Only 11 available per year) Add-on is available only to Standard and Featured listings. Feature is included with Showcase and Premier listings package.			\$500	
Back-To-School Offer (Only 10 spots available) Email will deploy in July 2025.		\$1,000		