

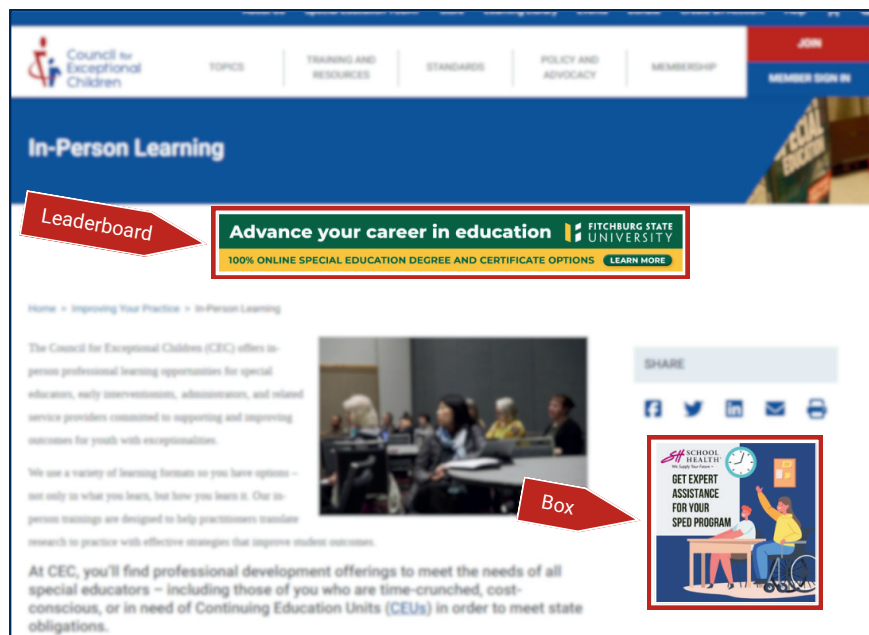
CEC Website Advertising



The Council for Exceptional Children's website is the go-to resource for special education professionals, providing access to research, professional development, advocacy updates, and evidence-based practices. It serves as a hub for educators, administrators, and advocates seeking the latest insights, policy information, and teaching strategies to support individuals with exceptionalities. Advertising on the CEC Web Network not only places your brand on our main website but also extends your reach across state and division microsites, ensuring visibility among a broad and engaged audience of special education professionals.

Features of CEC Website Advertising:

- **Targeted Audience:** Connect directly with special education professionals and decision-makers
- **Cross-Promotion:** Gain additional exposure through CEC's digital publications and newsletters
- **Custom Click-Throughs:** Drive traffic to your organization's designated landing page for seamless engagement
- **Dynamic Messaging:** Update ads for seasonal campaigns, product launches, and events (1 update per every 3 months)
- **Broad Reach:** Ads appear on CEC's main site, plus state and division microsites



Analytics:

- Average Visitors per Month: 91,000+ users
- Average Sessions per Month: 348,000+
- Average Pages Viewed per Session: 5.21
- Average Session Duration: 3m 38s
- Over 1.1 Million visitors in 2024

File Specifications:

Accepted file types: .jpeg or .png

Accepted Dimensions:

- Box: 250 x 250 pixels
- Leaderboard: 728 x 90 pixels

Ad Type	3-Month Price	6-Month Price (5% Off)	12-Month Price (10% Off)	SPECIAL OFFER
Leaderboard Ad (5 slots available)	\$1,197 Only \$399 per month	\$2,277 Only \$380 per month	\$4,309* Only \$359 per month	*Purchase a 12-month web ad and receive a complimentary <u>standard listing</u> in the <u>Partner Solutions Directory</u> (PSD) (a \$650 value).
Box Ad (5 slots available)	\$897 Only \$299 per month	\$1,707 Only \$285 per month	\$3,229* Only \$269 per month	
Static Box Ad (1 Slot Only)	\$1,497 Only \$499 per month	\$2,845 Only \$475 per month	\$5,389* Only \$449 per month	