## **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:** 1.1 million+ users visited our site last year, with an average of 345,000 sessions per month and a 13.3% increase in pageviews to directory 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.

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#### www.exceptionalchildren.org/solutions

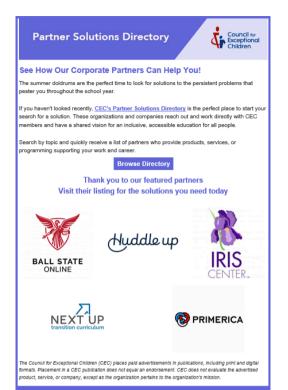
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Professional Collaboration (1) PD Program (1)		More than 160 year	More than 160 years of life-changing		Attainment is the leading provider of SP Ed Solutions with traditional curriculum, manipulatives, software, web-based		CID can provide you with resources and opportunities that you need to support students who are deaf and hard of	
	<ul> <li>PD Program (1)</li> <li>Blindness/Deafblindness (2)</li> <li>More</li> </ul>		innovations. Since 1858, The American Printing House for the Bind has operated in Louisville, Kentucky as the world's largest nonprofit organization, empowering people who are blind or		PK-12 +. A scientific approach to curriculum	hearing. We want and successful in	e want you to feel confident sful in every step of your	
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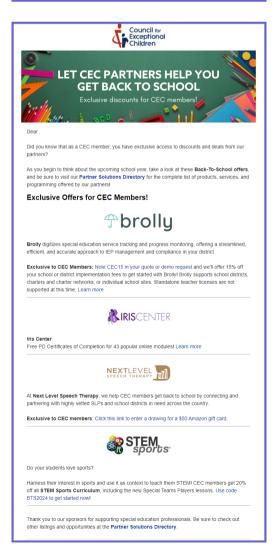
Shown above is a sample of a Partner Solutions Directory listing

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 our eNewsletter *Special Education Today*. Be one (1) of five (5) featured partner opportunities in July, October, January, and April. Participants saw an average increase of user engagement by 156%.

#### Partner of the Month

(Only 12 available slots per year)

Be featured on <u>CEC's homepage</u>, at the <u>top of CEC's site search results page</u> **AND** in two (2) dedicated social media posts. Participants saw an average increase of user engagement by 410%.

#### **Back-to-School Offers**

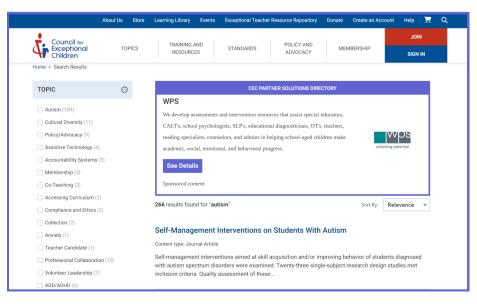
Participate in our back-to-school eBlast, featuring discounts and offers that are designed to help CEC members prepare their classroom and curriculum. This email will deploy in July 2025. Materials will be due June 30, 2025.

#### Website Ad

Further enhance your presence on CEC's website with a leaderboard or box ad. A Standard or Featured listing in our Directory will secure a 15% discount; Showcase or Premium listings will secure a 25% discount for ad of 6 months or 12 months. Click <u>here</u> to learn more about our website advertising.

#### 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





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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	\$750	\$950	\$2,500	\$4,000
24-month listing	\$1,400	\$1,750	\$4,600	\$7,250
	Quarterly Highligh	t (5 Available per qua	i Available per quarter)	
	<b>Partner of the Mor</b> Add-on is available Feature is included package.	\$600		
<b>Start Your Listing Today</b> Sharyn Weiss Director of Strategic Partnerships	<b>Back-To-School Offer (Only 10 spots available)</b> Email will deploy in July 2025.			\$1,000

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

Website Ad (6 months or 12 months)Standard or Featured listing receive 15% discount.Showcase or Premier listing receive 25% discount.