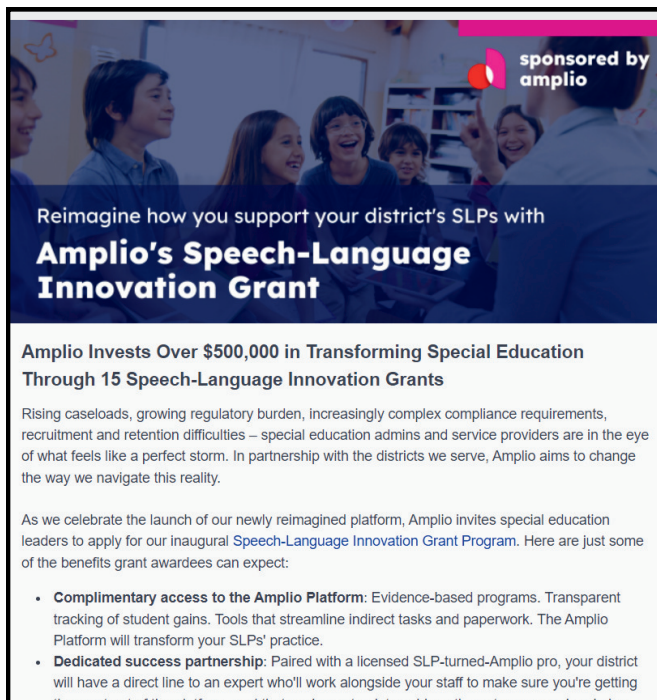


eBlasts are targeted email messages you can send to our active audience to promote your products, services, special offers, or content. CEC's engaged audience includes professionals dedicated to Special Education who have the authority to make purchasing decisions. All of our subscribers are opt-ins 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.



**Distribution:** 70,000+ 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**
- **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.

**NEW THIS YEAR:** We can provide customized segmentation for your eBlast based on primary role, geography, and special interest divisions. Pricing varies depending on list size. Click [here](#) to submit your proposal.

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

 (703) 264-9405

 [sweiss@exceptionalchildren.org](mailto: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.