CEC eNewsletter Advertising

Council for Exceptional Children

The Council for Exceptional Children (CEC) produces weekly, customizable enewsletters for members that highlight and promote CEC offerings and the CEC community. These enewsletters offer exclusive marketing opportunities including premium listings to highlight your products and services, a special offer, or content.

CEC's audience is actively engaged in sourcing products and services designed to support the special education community thus providing you with an audience that has the authority to make purchasing decisions. All our subscribers are opt-ins and have specified that they would like to receive these newsletters.

CEC Membership Newsletter / "Membership Minute"
A monthly highlight of benefits, including opportunities to learn, engage, and grow, to help members understand how to get the most out of their membership.
22,000 subscribers (41% open rate)

CEC Professional Development Roundup / "PD Digest"
A monthly promotion of CEC's tools, resources, and events that Members can utilize for growth in their careers.
25,000 subscribers (40% open rate)

Policy Insider
A bimonthly review from CEC's Senior Policy and Advocacy Advisor, covering events and discussions happening on the Hill that impact Special Educators.
27,000 subscribers (41% open rate)

Deployment
Each Newsletter is sent once a month, except the *Policy Insider*, which is sent twice a month.

Reserving your space
Your space commitment must be finalized at least four weeks in advance and is subject to availability.

Submitting your art
Artwork must be received and approved two weeks prior to deployment.

We offer discounted pricing bundles to increase your visibility throughout the year. A full calendar of deployment dates and availability can be provided upon request.

registration options, register by Oct. 20 to lock in early rates, and we'll see you in San Antonio.

UNC TEACCH Autism Program Conference: Diversity in Autism
Sponsored
Oct 12-13, 2023 – Understanding and supporting diversity among autistic individuals and their families including neurodiversity and diversity in gender, race, ethnicity, and communication. Learn more!

AMN Healthcare
More than half of public school districts report being understaffed with healthcare professionals
Access the Full Report

Sponsored Content:
$750 for 1x | $1,500 for 3x
- Provide text-only content and one link to get your message to our members in line with CEC's news and highlights.
- Headline: 60 characters
- Body: 200 characters

Banner Ad:
$450 for 1x | $1,200 for 3x | $2,100 for 6x
- Provide an image and link to engage directly with our members.
- 600 x 150 pixels
- .JPG, .PNG, or .GIF accepted

Sharyn Weiss
Director of Strategic Partnerships

sweiss@exceptionalchildren.org
(703) 264-9405