Partner Solutions Directory

Council for Exceptional Children

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.

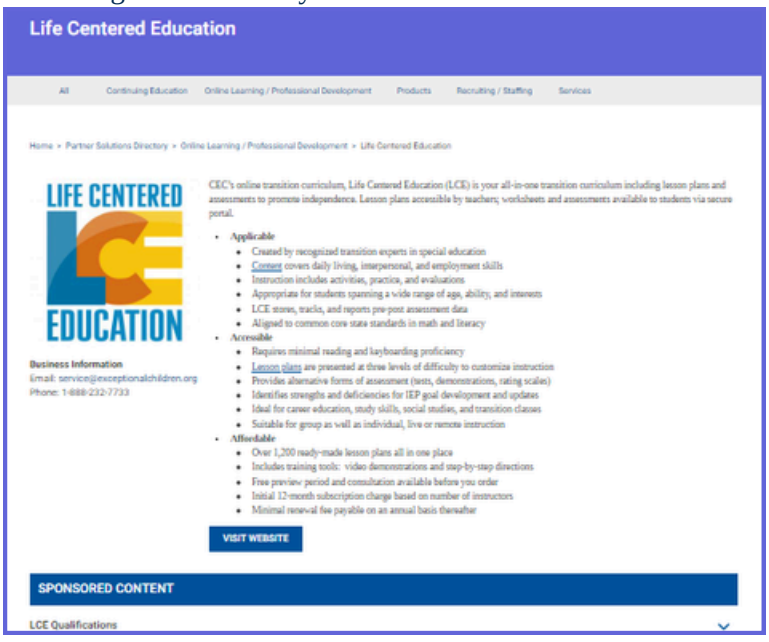
This affordable platform ensures your products, services, and resources reach a dedicated audience. Listings appear alongside CEC search results, covering the main website and 40+ specialized microsites.

Join a growing audience: 1.97 million+ users visited our site in the past year, with an average of 263,000 sessions per month and a 107% increase in pageviews to the directory year-over-year.

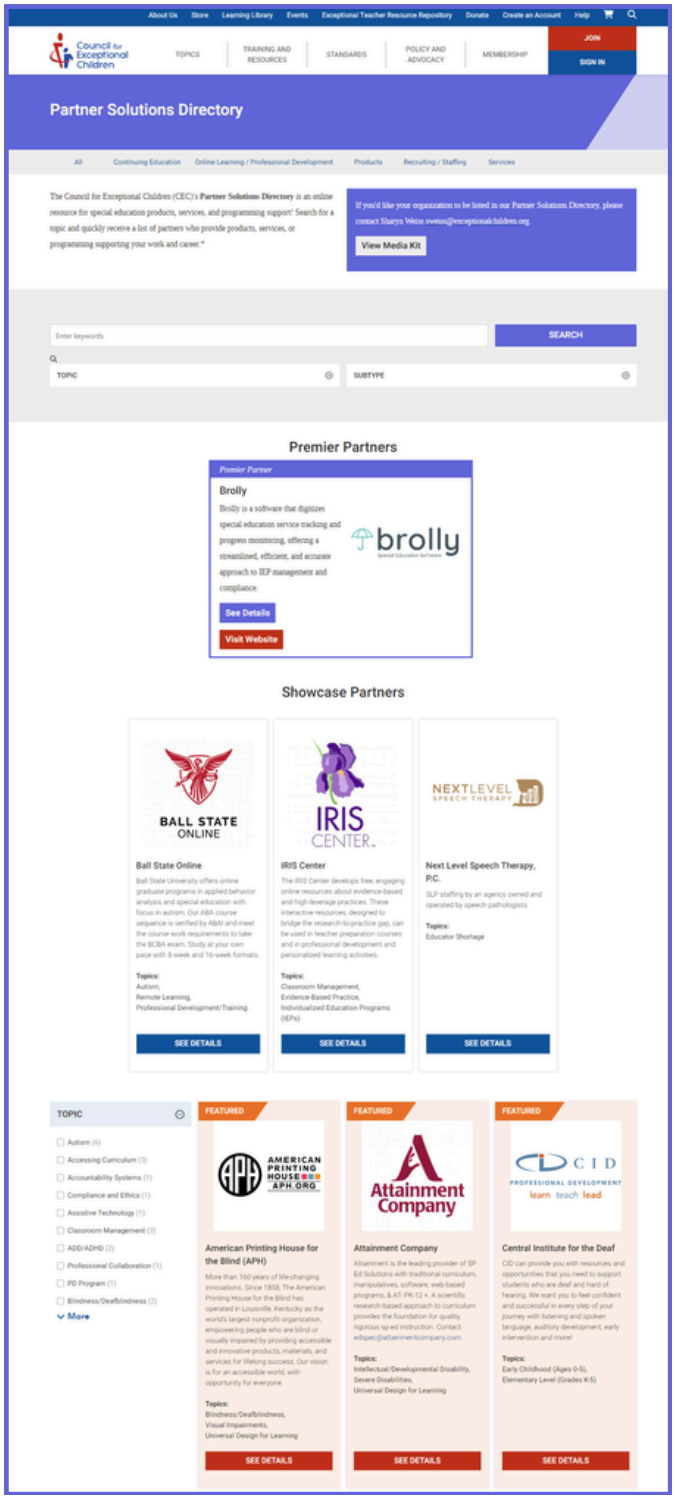
The homepage of the Partner Solutions Directory features several options for priority placement. **Premier** partners are displayed at the top of the directory. **Showcase** partners are promoted just below. **Featured** partners are then listed in alphabetical order, followed by those who select a **Standard**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

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

www.exceptionalchildren.org/solutions

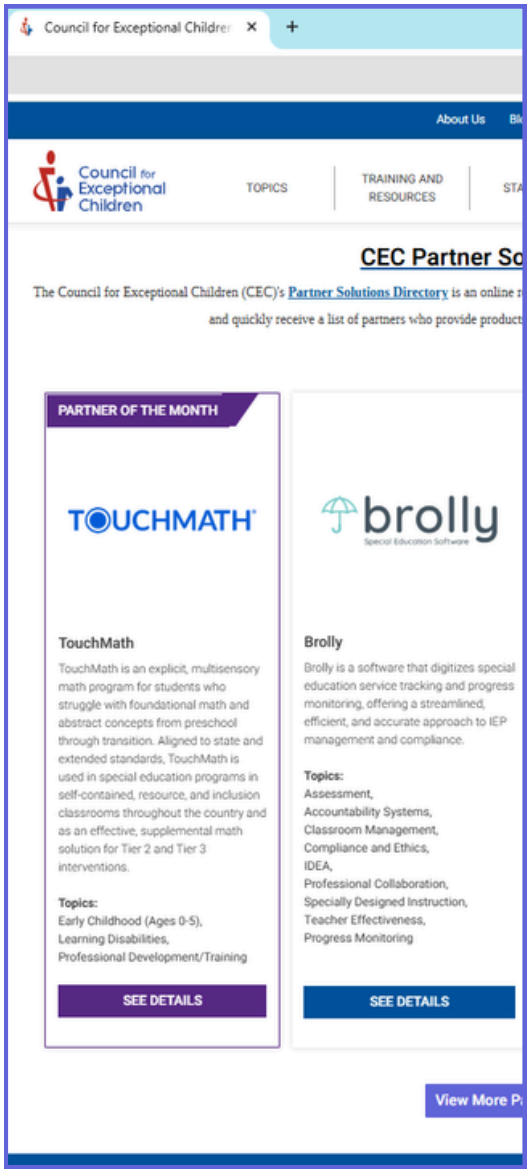


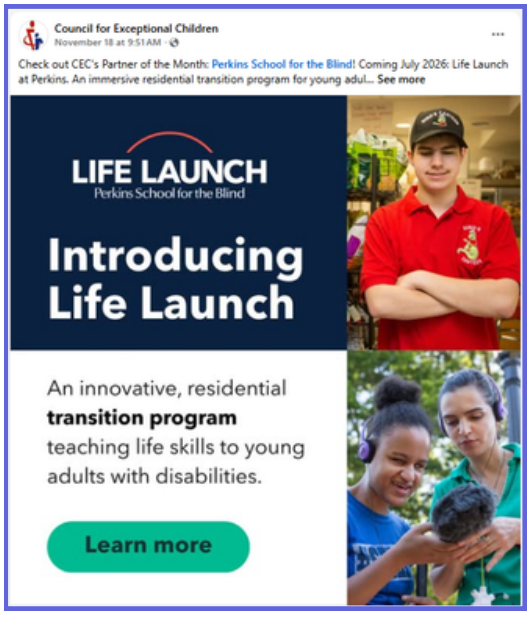
Shown above is a sample of a Partner Solutions Directory listing



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 our eNewsletter *Special Education Today* to tens of thousands of engaged subscribers. Be one (1) of five (5) featured partner opportunities in July, October, January, and April. Participants saw an average increase of views by 176%.

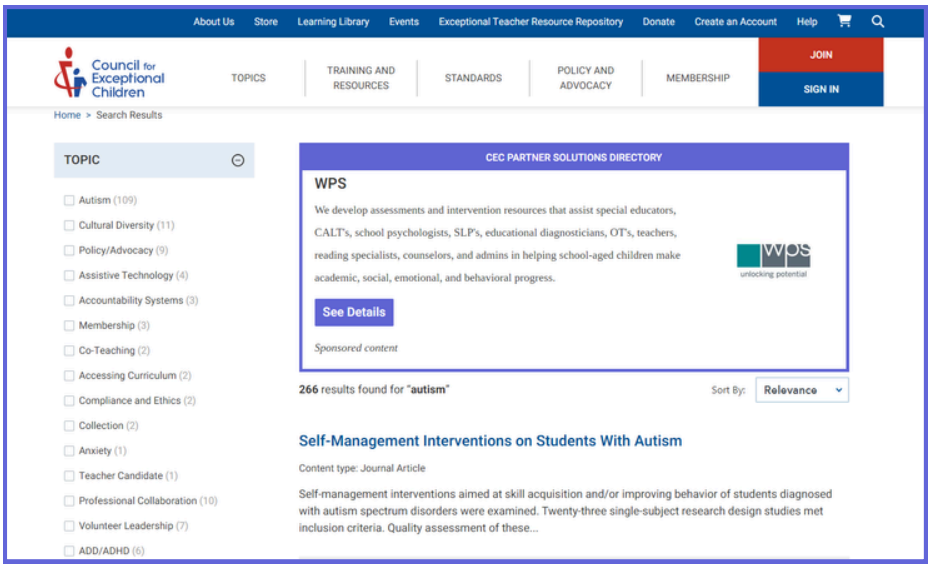
Partner of the Month

(Only 12 available slots per year)
Be featured on CEC's homepage, at the top of CEC's site search results page **AND** in two (2) dedicated social media posts. Participants saw an average increase of views by 420%.

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 here to learn more about our website advertising.

Top left: Sample of quarterly Partner of the Month highlight on CEC homepage
Bottom left: Sample of Partner of the Month social media post
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**	**$2,750**	**$4,000**
24-month listing	**$1,400**	**$1,750**	**$4,900**	**$7,250**

Add-On Opportunities	
Quarterly Highlight (5 Available per quarter)	**$400**
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.	**$750**
Website Ad (6 months or 12 months) Standard or Featured listing receive 15% discount. Showcase or Premier listing receive 25% discount.	**Learn More**

Start Your Listing Today

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