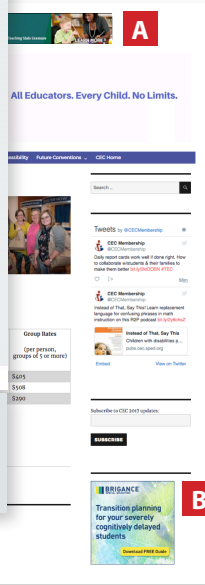
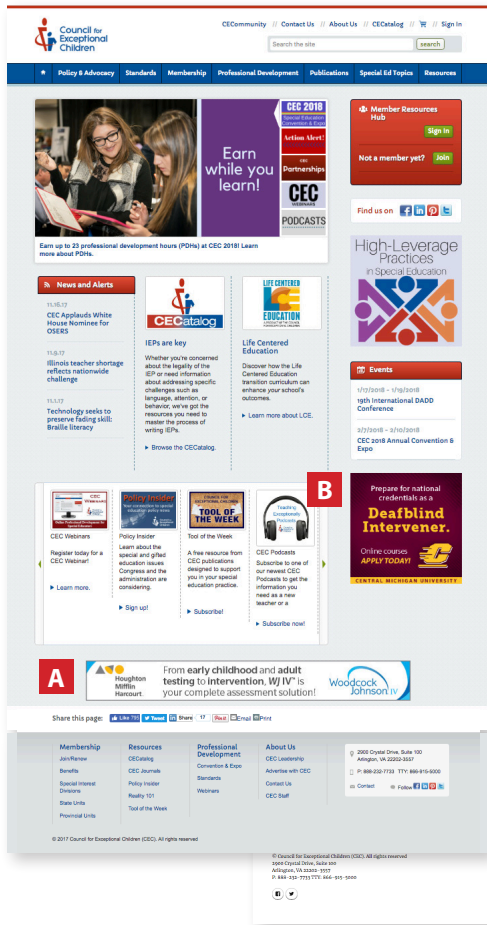




2018 Digital Opportunities



CEC Website Advertising

- A LEADERBOARD (NET RATE: \$6,000/YEAR)**
This campaign consists of a 728 x 90 leaderboard that will appear on the homepage and interior pages of www.cec.sped.org and www.cecconvention.org. Estimated monthly impressions: 222,000+
- B BOX AD (NET RATE: \$6,000/YEAR)**
This campaign consists of a 250 x 250 box ad on the right side of the homepage and most interior pages of www.cec.sped.org and www.cecconvention.org. Your ad will also appear in the CEC Catalog and CEC Special Education Legislative Summit websites for additional exposure. Estimated monthly impressions: 240,000+
- C BANNER CAMPAIGN (NET RATE: \$9,000/YEAR)**
Maximize your exposure and receive a 25% discount when you reserve the leaderboard and box ad across all of CEC's websites.

Special Education Today

Delivered to the inboxes of more than **100,000 opt-in subscribers**, *Special Education Today* keeps industry professionals informed of topics that impact their programs. Advertise today to reach this important audience.

- **Frequency:** Weekly on Thursdays
- **Average Open Rate:** 29%
- **Audience:** 22,000 members / 85,000 non-members

Ad Unit	Size	Rate/Month
Top Banner	468 x 60	\$1,800
Sponsored Content	180 x 150 + text	\$1,600
Medium Rectangle	300 x 250	\$1,200
Bottom Banner	468 x 60	\$1,000

For sponsored content, please submit a 180 x 150 ad, headline and body text (50 and 150 characters max including spaces), and URL link. Web-ready JPG or PNG files are required for all ad units.