# MEDIAKit

An invitation to Advertise and Sponsor / 2017 / Division for Early Childhood



# EARLY CHILDHOOD intervention special education

Through our website, e-newsletters, and publications, you can reach **50,000 professionals and families** in the field of early intervention, early childhood special education, and related disciplines. Our audience includes parents & families, higher education faculty, educators, administrators, consultants, researchers, early intervention specialists, social workers, psychologists, health care professionals, and occupational, physical, and speech therapists.

# Advertising with the Division for

Division for Early Childhood

The Division for Early Childhood has been a credible force in EI, ECSE, and related disciplines since 1973. By advertising with DEC, your company will receive attention from DEC members seeking out current events and relevant industry issues and trends in EI/ECSE and related fields. We offer a variety of advertising platforms, giving you the opportunity to reach and impact the lives of professionals, educators, and families in the special education community.

Advertising with the Division for Early childhood (DEC) offers prime exposure to educators, practitioners, and families in the field of early intervention, early childhood special education, and related disciplines.

# WHRE

Primary age groups our members serve

AGES 0-2 45%

**AGES 3 – 5** 



50%

**AGES 5 – 8** 



3.5%

## WAYS TO ADVERTISE WITH DEC

### **E-COMMUNICATIONS**

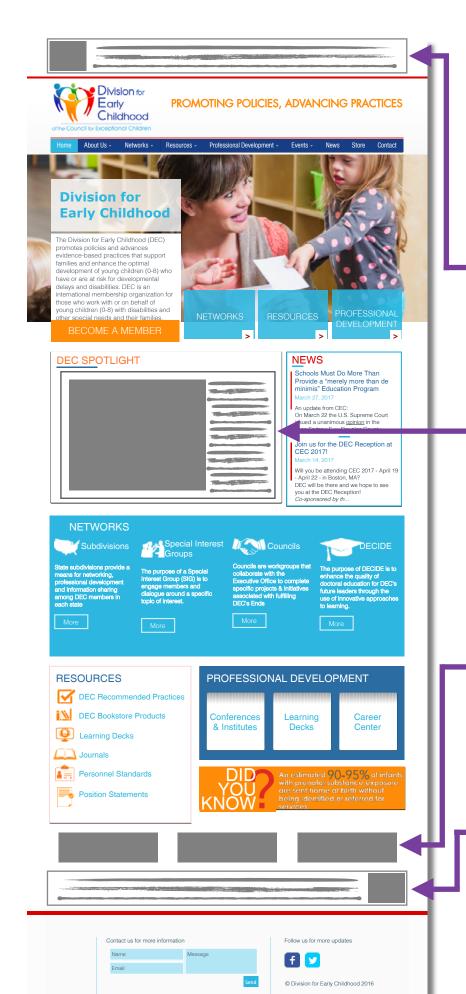
Promote your organization by reaching more than 24,000 people, multiple times every month. The DEC E-Newsletters reach professionals in the special education field eager to learn about products to improve early childhood education. Our E-Newsletters have an average 35% open rate, well above the industry standard.

### WEBSITE

Advertising your organization on our website gives you the benefit of having your ad seen every day. The DEC website is the driving force between our organization and our members. A daily ad on our website will receive more than 2,000 page views each month from over 1,000 viewing sessions.

## **PUBLICATIONS**

Publishing ads through our journals, and monograph series' sales enables your organization to appear before our fiercely loyal members. These publications provide potential customers with strategies, research, and best practices in EI/ECSE and related disciplines. Advertisers serving the special education field can reach a niche market looking for advancements in special education. 31,000 copies distributed annually.





## **WEBSITE ADVERTISING**

Website ads are valid for one 3-month cycle. A 10% discount will be given to all purchases of a year or longer.

## -A. HEADER - \$1,000

This premier position provides your company with top exposure and quality traffic. This ad will also display on every page of the DEC website.

## B. SPOTLIGHT SLIDER - \$900

The focal point of the bottomfold of the DEC website is the
place visitors check first to see
what's new and important with
DEC. Showcasing your company
in this position guarantees
quality traction with the market.

## C. LOWER LOGO - \$650

Feature your logo at the bottom of the DEC website to showcase your sponsorship of an organization dedicated to young children with special needs.

## D. FOOTER AD - \$800

A footer is a large-format ad with prime real estate to sell your company's products or services to decision makers.



#### E-COMMUNICATOR

March 31, 2017

DEC Members.

Hello! I hope the second month of the new year has treated you well! There are so many important things going on, both in your daily work and in your DEC work, so let's not delay any longer in getting to them!

#### Power to the Profession

First, I hope you saw the Power to the Profession – Decision Cycle 1- DEC Input Request. You can find it here. We need your voice in this important work.

#### **Resources Within Reason**

In case you have not yet checked it out, please take a peek at our newest resource, Resources Within Reason, a bimonthly, free, offering created for DEC by Camille Catlett.
Please share this resource broadly! The March issue will reach
your inbox by mid-March. Check out the first issue on the

#### **DEC Bookstore Excitement**

I want to encourage you to check out the DEC Bookstore this month! If you have not been there in a while, we hope you Indition If you nevel to been there in a wrine, we hope you find our enhancements and upgrades as exciting as we do! Do not forget to order your copy of DEC Recommended Practices Monograph Series No. 2: Environment! And, as you plan ahead for next year, we want you to know that the DEC RP Monograph Series No. 3: Family will be available at the 2017 DEC Conference!

#### \*DEC SHOUTOUT\*

I want to take a moment bring your attention to an important product/ attention to an important producty
partner in the field. Blank is dedicated to
blank blank blank blank blank blank
blank blank blank blank. This
has been and will continue to be an
invaluable player in the field and our advocacy work moving

forward. I encourage you to take some time to take a closer look at what they have to offer.

#### **More Resources At Your Fingertips!**

While we are talking about resources, please remember that all DEC Learning Deck webinars are archived and available for purchase. If you really liked a Learning Deck you attended and want to share it with colleagues or students or you missed a webinar, you can easily access all DEC Learning Decks here.

#### We're Headed to Portland... Are You?

Finally, I hope you are making your plans to join us in Portland, Oregon, October 4th - 6th for Division for Early Childhood's 33rd Annual International Conference on Young Children with Special Needs and Their Families. This year's conference theme, Mountains of Opportunities: Interdisciplinary Collaboration in the New Millennium. You will be hearing a lot about Portland and our conference over the last few possible Mexic he would be not be to inference over next few months! Please be sure to share the information with your colleagues. From preconference offerings, to post conference field trips you will have numerous opportunities to engage, refresh, renew, and recommit! This is not an experience that you will want to miss!

Looking ahead, in the next few weeks, please be watching for important announcements on nominations and awards!

Peggy Kemp Executive Director Division for Early Childhood

**Product Name** 

**Product Name** 

**Product Name** 

### EMAIL ADVERTISING

Advertisable DEC Email Communications fall within 4 types: E-Newsletter, Webinar Promos, Bookstore Promos, & Conference Promos. Prices are for participation in 3 emails.

## •A. LEADERBOARD – \$500

As the first thing our readers see when they open an email, this premier position provides your company with top exposure and quality traffic.

## B. SKYSCRAPER – \$250

Positioned right next to the meat of the message, a skyscraper is a large format ad with prime real estate to sell your company's products or services to decision-makers.

## •C. FEATURE \*SHOUTOUT\* – \$500

Let us sing your praises. A feature shoutout allows your endorsement to come directly, and explicitly, from the official voice of DEC within a personal message to the members. There's no better way to sell your message, your company, or your product. Includes an image and a 100-word endorsement that must be mutually approved.

## D. LOWER LOGO – \$200

Say it with less. Keep your endorsement simple and clear by placing your logo directly under the signature in a traditional sponsorship placement, inviting readers to click through to your website and learn more.

## E. PRODUCT SHOWCASE - \$250

Showcase your latest product with this placement and include an appealing photo. Comes with a 50word description and link to your site.

## D. FOOTER AD - \$250

Leave an impression with our members by being the last thing they see in our constant communications.

## **PUBLICATIONS**

## **JOURNALS**

Advertise in our Journal of Early Intervention and Young Exceptional Children publications to reach a multitude of dedicated individuals focusing on the field of early intervention, early Exceptional Children childhood special education and related disciplines.

**exceptiona** 



Each journal is published quarterly and sent to 3,000 experts in the field. That's a total of 24,000 products printed and read annually. (12,000 for each journal).

## EMBEDDED AD IN THE JOURNAL PRINT COPY - \$500

## BANNER AD ON THE SAGE PUBLISHING WEBSITE - \$300

(Each ad is valid for 1 quarterly promotional run in 1 publication of your choice of the JEI or YEC Journals)

## **BOOKSTORE**

For decades, the DEC bookstore has been the source of high quality materials and products written and respected by the leading experts in early intervention and early childhood special education. The home of two seminal series, Young Exceptional Children and DEC Recommended Practices monographs, the DEC Bookstore holds titles useful to practitioners, families, researchers,

higher-ed faculty, policy makers and more. The DEC bookstore sells thousands of units each year. You can reach that audience directly by advertising in the orders sent out to all of our customers.

## BOOK INSERT POSTCARDS (Printed and handled by DEC)

500 Inserts - \$800

DEC Recommended

Practices

1,000 Inserts - \$1,200

1,500 Inserts - \$1,500

## PROMOTIONAL BOOKMARKS (Printed and handled by DEC)

500 Bookmarks - \$500

1,000 Bookmarks - \$800

1,500 Bookmarks - \$1,000



## A CREDIBLE SOURCE

Since 1973, professionals have turned to the Division for Early Childhood as the informational authority on early intervention, early childhood special education and related disciplines.





# Your ad will get the ATTENTION it needs

DEC offers a variety of ways to advertise, through a limited number of active ads. Limited ads equals higher visibility, allowing your ad to get maximum exposure and bringing you front and center with potential customers.