

MEDIAKit

An invitation to Advertise and Sponsor

2017

Division for Early Childhood



EARLY intervention | EARLY CHILDHOOD 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 Early Childhood

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.

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.

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.

WHO WE ARE

Primary age groups our members serve

**AGES
0 – 2**



45%

**AGES
3 – 5**



50%

**AGES
5 – 8**



3.5%



The screenshot shows the DEC website layout. Arrows from the text blocks on the right point to specific areas:

- A purple arrow points from the 'WEBSITE ADVERTISING' header to the top navigation bar.
- An orange arrow points from 'A. HEADER' to the top banner area.
- A purple arrow points from 'B. SPOTLIGHT SLIDER' to the 'DEC SPOTLIGHT' section.
- An orange arrow points from 'C. LOWER LOGO' to the 'RESOURCES' and 'PROFESSIONAL DEVELOPMENT' sections.
- A purple arrow points from 'D. FOOTER AD' to the footer area.

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 bottom-fold 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.

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

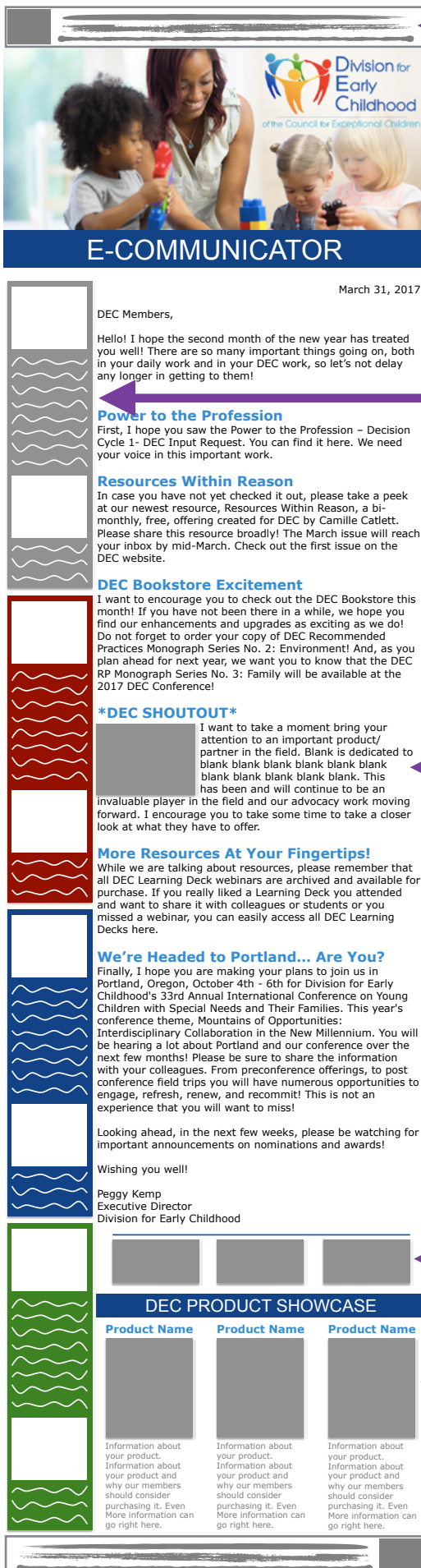
Say it with less. Keep your endorsement simple and clear by placing your logo directly under the signature in a traditional sponsorship placement, inviting readers to click through to your website and learn more.

E. PRODUCT SHOWCASE – \$250

Showcase your latest product with this placement and include an appealing photo. Comes with a 50-word 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.

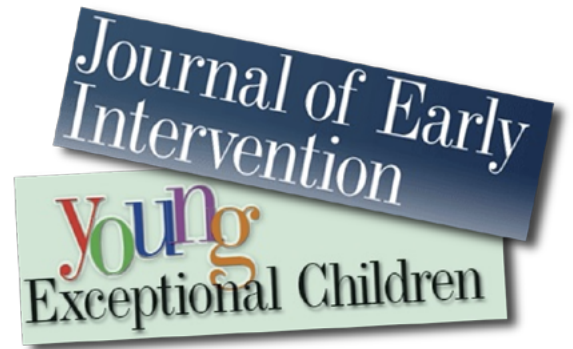


PUBLICATIONS

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 childhood special education and related disciplines. 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

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



of the Council for Exceptional Children

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.