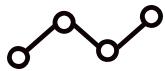


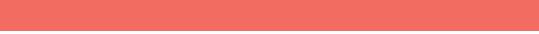
## CASDA BY THE NUMBERS

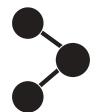


### WEBSITE USAGE PER YEAR

15,000  INDIVIDUAL USERS

60,000  PAGE VIEWS

26,640  SESSIONS



### SOCIAL MEDIA



**@CASDA\_NY**

1,790 Followers

Approx. 30k impressions a month



**Facebook.com/casdany**

394 Follows

Average reach of 127 users



**@casda\_ny**

89 Followers

\*Launched July 2018



### EVENT AUDIENCE

#### Conferences

Average 50 per year

Reach of more than 3,000

#### Roundtables

Average 12 per year

Reach of more than 200

#### Webinars

Average of 15 per year

Recorded and archived for post distribution

### DECISION MAKERS

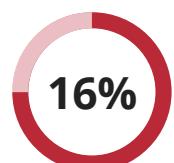
Serving **110 member school districts** in the Capital Region with a reach of more than 1,000 decision makers with purchasing power.



### E-NEWSLETTER RATES



OPEN RATE



CLICK THROUGH RATE



MORE THAN 8,000 ACTIVE CONTACTS