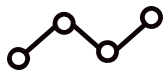
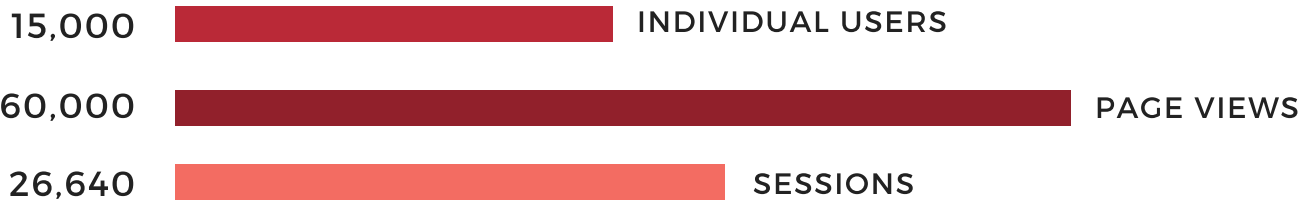


CASDA BY THE NUMBERS



WEBSITE USAGE *PER YEAR*



SOCIAL MEDIA



@CASDA_NY

1,790 Followers

Approx. 30k impressions a month



Facebook.com/casdanys

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

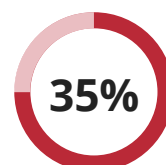
Recorded and archived for post distribution

DECISION MAKERS

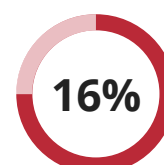
Serving **110 member school districts** in the Capital Region with a reach of more than 1,000 decision makers with purchasing power.



E-NEWSLETTER RATES



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MORE THAN 8,000
ACTIVE CONTACTS