

# Special Education TODAY

## Digital Advertising



Reach **70,000** special education professionals weekly.

Special Education TODAY tackles today's most relevant stories, gathered from leading news media sources and other critical industry publications. Delivered to the inboxes of subscribers, Special Education TODAY keeps professionals informed of the topics that matter most. Subscribers are decision-makers with purchasing power – the top-tier experts in the industry.

### Why advertise in **Special Education TODAY**?

**CREDIBLE SOURCE.** For years, our members have turned to the Council for Exceptional Children as the informational authority of the industry. Advertising in Special Education Today solidifies your place among the weekly information provided to members and subscribers.

**METRICS + REPORTING.** As an advertiser, you'll have the ability to request reader metrics for your campaign, immediately quantifying your ROI.

**TARGETED DISTRIBUTION.** Advertising in Special Education Today allows your company to reach industry decision-makers. Your message will be in front of pre-qualified buyers who are looking for your products specifically for their business.

**OPT-IN SUBSCRIBER LIST.** Subscribers to Special Education Today have asked to receive this information. Your ad will no longer be mixed with junk mail and spam.

**ENHANCED VALUE.** Advertising in Special Education Today is more affordable than many other Internet advertising options, and much more cost-effective than television and radio promotion. Have you priced pay-per-click campaigns lately?

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### Specifications & Requirements:

#### BANNER

Image Dimensions: 580px W x 150px H

File Type: JPEG

Max File Size: 40 kb

Resolution: 72 dpi

Clickthrough Link: One standard URL to a safe and secure (https) page on partner's website

#### FEATURED ARTICLE

Headline & Description: 5-word Max Headline, one standard URL to a safe and secure (https) page on partner's website

Content Text: 75-word max with URL linking to the article of choice on client's website

#### BOX AD

Image Dimensions: 300px W x 250px H

File Type: JPEG

Max File Size: 40 kb

Clickthrough Link: One standard URL to a safe and secure (https) page on partner's website

### Rates:

Rates are based on [location within the SET newsletter](#). Slots 2-4 can be any style of the ad variations.

Item	Price (Single Issue)	Price (Quarterly Cycle: 13 issues)
Slot #1 (Leaderboard)	\$360	\$4,290
Slot #2	\$360	\$4,290
Slot #3	\$330	\$3,900
Slot #4	\$305	\$3,640

### Contact:

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 <https://exceptionalchildren.org/about-us/business-opportunities>