



CEC 2014 DIGITAL ADVERTISING

CEC Association Website Homepage

The CEC website at www.cec.sped.org is the special education community's premier online source authoritative resources on improving the educational success of individuals with disabilities and/or gifts and talents. Increase your visibility with CEC's online banner advertising, an opportunity to reach this audience of special educators in the United States and abroad. **With over 120,000** page views per month, CEC's banner advertising program is the perfect way to integrate your marketing objectives, expand your message and reach CEC members and nonmembers alike.

CEC Association Website Homepage



CEC Association Website Interior Pages



Ad Type/ Cost Per 4 Month Run	Leaderboard 728x90	Sidebar/Custom Button 250x250
Jan- April	\$3,000	\$2,500
May - Aug	\$1,500	\$1,250
Sept – Dec	\$2,250	\$1,875

Package Options

Discounted pricing for bundled CEC Association and Convention site.

Ad Type/ Cost Per 4 Month Run	Leaderboard 728x90	Sidebar/Custom Button 250x250
Jan- April	\$3,550	\$3,350
May - Aug	\$1,750	\$1,650
Sept – Dec	\$2,700	\$2,500

Additional Information

Commission: Agency commissionable
Cancellation: All sales are final. No refunds will be issued.

Material Specifications

Creative due 5 days before campaign launch

File Type: GIF, JPG, Flash/Rich Media and third-party served ads

File Size: 40k limit

Animation: Looping maximum of 3x and 15 seconds

Sound: Must be user-initiated and clearly labeled with Play and Stop controls

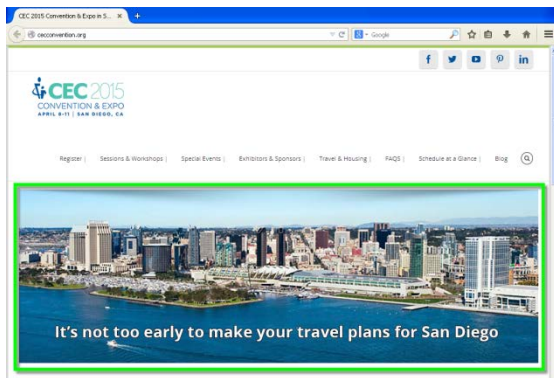
Function Uniformity: MAC and PC Platforms

CEC Association Website Homepage

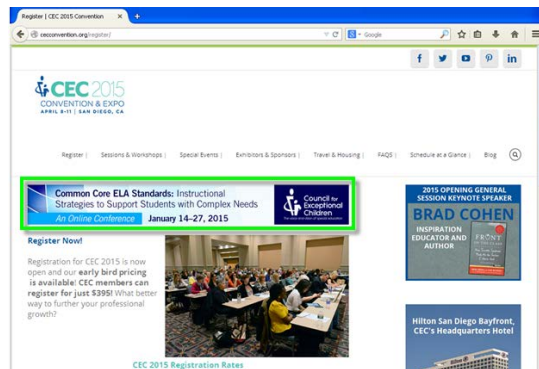
The CEC Conference and Exposition website (www.cecconvention.org) provides up-to-date information on the happenings at the exposition: Sessions & Workshops, Special Events, Exhibitors & Sponsors, Schedule at a Glance, Registration & Housing.

Launched in the Fall of 2014, this website is already receiving approximately 22,000 page views per month. Utilize this outstanding opportunity to increase your visibility to attendees and prospective attendees leading up to, during and after the event. Options include an **exclusive slider** on the homepage, **leaderbar** or **sidebar/custom button** advertisement. Advertising on the Conference & Exposition website is the perfect way to integrate your marketing objectives, expand your message and reach CEC members and nonmembers alike.

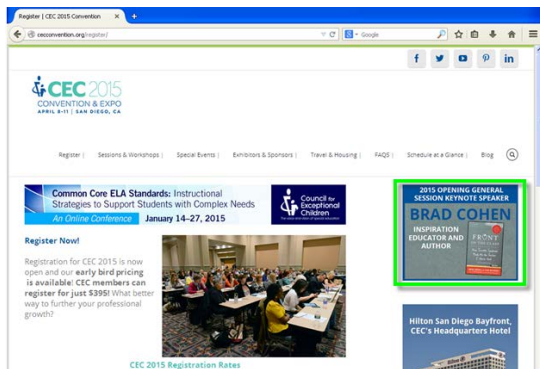
CEC Conference Website Homepage Slider - **EXCLUSIVE**



CEC Conference Website Interior Page Leaderboard



CEC Conference Website Interior Page Sidebar



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Ad Type/ Cost Per 4 Month Run	Slider (inquire for size)	Leaderboard 728x90	Sidebar/Custom Button 250x250
Jan- April	\$3,500	\$1,750	\$1,975
May - Aug	\$1,000	\$875	\$975
Sept – Dec	\$2,500	\$1,350	\$1,475

Webinars

Cost: \$3,000

Connect and demonstrate your company’s expertise with administrators and educators through-out the year with a CEC hosted webinar.

Additional benefits include:

- Webinar hosted and promoted by CEC
- Webinar archived for future viewing by CEC
- List of all webinar attendees

CEC Convention Blog

Opportunities		
Option 1	120x240	\$600/month
Option 2	120x240	\$1,620/3 months
Option 3	120x240	\$5,760/12 months

The convention blog is visited by hundreds of attendees each month who are planning their visit to the CEC Convention & Expo. This is a perfect opportunity for you to promote and drive traffic to you exhibit.

The convention blog is featured in many areas:

- Print ads in journals
- Convention Program advertisement
- CEC Facebook and Twitter accounts
- CEC SmartBrief Spotlight
- Promotional emails

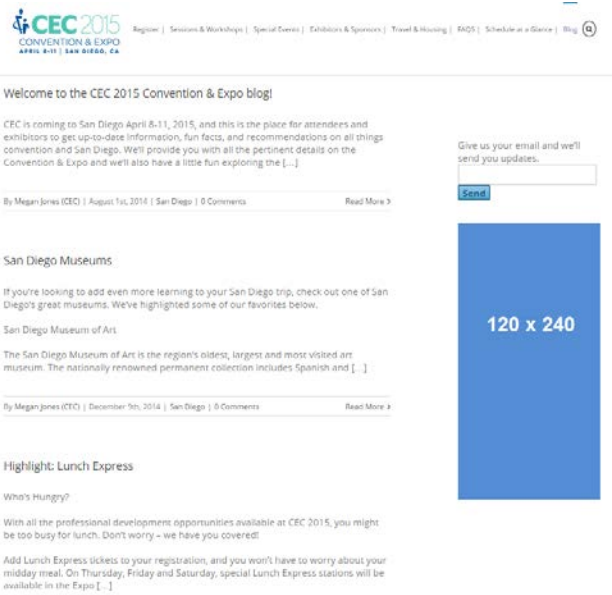
CEC Emails

Opportunities		
Convention Promo	120x240	\$850/email

Exposure includes:

- There are more than 20 promotional emails normally scheduled for CEC Convention and Expo, which are each sent to over 60,000 attendees and prospective attendees.

I would like more information!
Please contact Bradley Eubank at
703-995-2562 or
bradley.eubank@jspargo.com.



CEC 2015 DIGITAL ADVERTISING AGREEMENT

Contact Information

Company Name.....
 Contact..... Title.....
 Tel..... Fax.....
 Email..... Web Site
 Address.....
 City..... State..... Zip..... Country.....

Advertising

CEC Association Website

Ad Type/ Cost per Month	Leaderboard (728x90)	Sidebar/Custom Button (250x250)
<input type="checkbox"/> January – April	\$3,000	\$3,000
<input type="checkbox"/> May- August	\$1,500	\$3,000
<input type="checkbox"/> September- December	\$2,250	\$3,000

CEC Convention Website

Ad Type/ Cost per Month	Slider (inquire for size)	Leaderboard (728x90)	Sidebar/Custom Button (250x250)
<input type="checkbox"/> January – April	\$3,500	\$1,750	\$1,975
<input type="checkbox"/> May- August	\$1,000	\$875	\$975
<input type="checkbox"/> September- December	\$2,500	\$1,350	\$1,475

CEC Convention Blog – 3 available*

<input type="checkbox"/> 120x240 (1 month)	\$600
<input type="checkbox"/> 120x240 (3 months)	\$1,620
<input type="checkbox"/> 120x240 (12 months)	\$5,760

CEC Emails*

<input type="checkbox"/> 120x240 Convention Promo (per email)	\$850
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Webinars*

<input type="checkbox"/> CEC Hosted Webinar **	\$3,000
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**number of webinars vary

Package Options- Bundled CEC Association and Convention Site

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<input type="checkbox"/> January – April	\$3,550	\$3,350
<input type="checkbox"/> May- August	\$1,750	\$1,650
<input type="checkbox"/> September- December	\$2,700	\$2,500

Total Cost: \$ _____

*For Convention Blog, CEC Emails and Webinars, please specify below which month(s) you prefer your campaign to run:

Requests will be accommodated on a first-come, first-serve basis

Payment Information

Initials	Deposit and Payment Schedule
	Due with application.....100%
All orders are final. No refunds will be issued.	

Mail payments to:

CEC Digital Advertising Management
 c/o J. Spargo & Associates, Inc.
 11208 Waples Mill Road, Suite 112 ♦ Fairfax, VA 22030
 Tel: 800-564-4220 ♦ Fax: 703-563-2691
 Email: exhibitcontracts@jspargo.com

Make checks payable to: CEC

Credit Card Payment

☐ Visa ☐ MasterCard ☐ American Express ☐ Discover

Card Number: _____ Amount: \$ _____

Name on Card: _____ SEC Code _____ Exp. Date: _____

Signature: _____

This digital advertising agreement will become a contract upon acceptance with authorized signature.

Authorized Signature..... Date.....

Printed Name..... Telephone.....