



Special Education Advertising Home

Special Education Teachers

Special Education Administrators

Special Education Professionals

National Association of Special Education Teachers (NASSET)

2012 - ADVERTISING RATE SHEET

Advertising Package - #1

Includes the following:

- Home Page - Banner Ad (see specifications section)
- Special Educator e-Journal - Text or Banner Ad
- Teacher or Parent Forum – Text or Banner Ad
 - Sponsors Page - Text or Banner Ad
- 2 - Email Member's Week in Review "Sponsor"

Advertising Package - # 2

Includes the following:

- Home Page – Text or Banner
- Special Educator e-Journal - Text or Banner Ad
 - Sponsors Page - Text or Banner Ad
- 1 - Email Member's Week in Review Notification "Sponsor"

Advertising Package - # 3

Includes the following:

- Special Educator e-Journal - Text or Banner Ad
 - Sponsors Page - Text or Banner Ad
- Teacher or Parent Forum– Text or Banner Ad

Advertising Package - # 4

Includes the following:

- Special Educator e-Journal - Text or Banner Ad
 - Sponsors Page - Text or Banner Ad

Ala Carte

- Home Page - Banner Ad (see specifications section)
- Special Educator e-Journal - Text or Banner Ad
- Teacher or Parent Forum – Text or Banner Ad
 - Sponsors Page - Text or Banner Ad
- Email Member's Week in Review "Sponsor"



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Ad Specifications and Pricing

Ad Specifications: (Standard)

250 Characters + 40 Character Header

Home Page Banner : 200 X 200 (15kb Max) - Upgrade 200 X 360

All other Banner Ad Specifications : 220 X 120 Pixels (20kb Max) - Upgrade 360 X 240

Upgrades: (upgraded)

Expanded Text Ad: 400 Characters + 50 Character Header

Large Banner Ad : 360 X 240 Pixels (30 kb Max) (Home Page Large Ad is 200 X 360)

Description	Standard Ads	Upgraded Ads
Advertising Package #1	\$895/month	\$1050/month
Advertising Package #2	\$695/month	\$850/month
Advertising Package #3	\$575/month	\$725/month
Advertising Package #4	\$450/month	\$595/month
Home Page Only	\$550/month	\$650/month
e-Journal Only	\$150/month	\$190/month
Forum Only	\$125/month	\$165/month
Sponsor's Page Only	\$100/month	\$130/month
Week in Review "Sponsor"	\$195/each	\$225/each
Week in Review - Premium Header Ad	\$250/each	\$300/each

Special Pricing Promotions:

Multiple Month Commitment: 5% Discount for each month beyond the first month. If you commit to 3 months of advertising you get a 10% for the entire order. (Maximum Discount 15%)

Custom advertising packages are available. Just call or email us with your advertising requirements and we will design a custom campaign to meet your specific needs.

Email us at : advertising@naset.org

Or

Call us at: 1-800-754-4421 Ext. 111

Fax : 800-424-0371



NASET Demographics and Site Statistics

As of November 1, 2011

Membership: 18,270

Opt-In weekly email recipients: 13,183

Membership Categories *(as a percentage of membership)*

Special Education Teachers Members: 73.5%

Student Members *(graduates working toward certification): 17%*

Affiliate Members *(including administrators and other professionals): 5.5%*

Professor Members *(teaching graduate students special education): 1.5%*

International Members *(includes all above categories): 2.5%*

Website Traffic

Average Daily Site Visitors: 2,100

Average Monthly Site Visitors: 63,500

Contact Information

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