



Special Education Advertising Home

Special Education Teachers

Special Education Administrators

Special Education Professionals

National Association of Special Education Teachers (NASSET)

2024 - 25 ADVERTISING RATE SHEET

Advertising Package - #1

Includes the following:

- Home Page - Banner Ad (see specifications section)
- Special Educator e-Journal - Text or Banner Ad
 - Sponsors Page - Banner Ad
- 4X - Emailed "Week in Review" Banner Ad

Advertising Package - # 2

Includes the following:

- Home Page – Banner Ad
- Special Educator e-Journal - Banner Ad
- Sponsors Page - Banner Ad
- 3X - Emailed "Week in Review" Banner Ad

Advertising Package - # 3

Includes the following:

- Special Educator e-Journal - Text or Banner Ad
 - Sponsors Page - Banner Ad
 - 1X - Emailed "Week in Review" Banner Ad

Advertising Package - # 4

Includes the following:

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

Ala Carte

- Home Page - Banner Ad (see specifications section)
 - Special Educator e-Journal - Banner Ad
 - Sponsors Page - Banner Ad
 - Emailed "Week in Review" Banner Ad
- Emailed "Week in Review" Premium Header Ad
 - Emailed "Week in Review" Wide Banner Ad



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Ad Specifications and Pricing

Ad Specifications: (Standard)

Home Page Banner : 200 X 200

All other Banner Ad Specifications : 240 X 180 Pixels

Text Ad: 250 Characters + 30 Character Headers

Upgrades: (upgraded)

Home Page Large Ad is 200 X 360

Large Banner Ad : 360 X 240 Pixels

Premium Header - 725 X 120 (Week in Review only)

Wide Banner - - 725 X 120 (Placed with articles throughout the newsletter) Text Ad

Upgrade - 500 Characters + 60 Character Header

Description	Standard Ads	Upgraded Ads
Advertising Package #1	\$1,250/month	\$1450/month
Advertising Package #2	\$995/month	\$1,250/month
Advertising Package #3	\$850/month	\$1,050/month
Advertising Package #4	\$525/month	\$675/month
Home Page Only	\$595/month	\$695/month
e-Journal Only	\$175/month	\$195/month
Sponsor's Page Only	\$125/month	\$160/month
Week in Review "Banner" or Text	\$280/each	\$345/each
Week in Review Premium Header	N/A	\$450/each
Week in Review - Wide Banner	N/A	\$345/each

Special Pricing Promotions:

Multiple Month Commitment: 2.5% Discount for each month beyond the first month. If you commit to 3 months of advertising you get a 5% for the entire order. *(Maximum Discount 10%)*

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 January, 2024

- ♦ **Membership: 24,600**
- ♦ **Facebook Private Group: 49,400 Members**
- ♦ **Facebook Page: 48,500**
- ♦ **Opt-In weekly email recipients: 23,500**

Membership Categories *(as a percentage of membership)*

Special Education Teachers Members: 75%

Student Members *(graduates working toward certification): 15%*

Affiliate Members *(including administrators and other professionals): 9%*

Professor Members *(teaching graduate students special education): 1%*

Website Traffic

Average Daily Site Visitors: 2,750

Average Monthly Site Visitors: 82,500

Contact Information

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