



Special Education Advertising Home

Special Education Teachers

Special Education Administrators

Special Education Professionals

National Association of Special Education Teachers (NASSET)

2020 - 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 - Text and or 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 - Text & or 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 - Text or Banner Ad
- 1X - Emailed "Week in Review" Banner Ad

Advertising Package - # 4

Includes the following:

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

Ala Carte

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



Special Education Advertising Home

Special Education Teachers
 Special Education Administrators
 Special Education Professionals

National Association of Special Education Teachers (NASSET)

Ad Specifications and Pricing

Ad Specifications: (Standard)

Home Page Banner : 200 X 200

All other Banner Ad Specifications : 220 X 120 Pixels

Text Ad - 250 Characters + 40 Character Header

Upgrades: (upgraded)

Home Page Large Ad is 200 X 360

Large Banner Ad : 360 X 240 Pixels

Premium Header - 575 X 120 (Week in Review only)

Wide Banner - - 575 X 120 (Placed with articles throughout the newsletter)

Text Ad Upgrade - 500 Characters + 60 Character Header

Description	Standard Ads	Upgraded Ads
Advertising Package #1	\$995/month	\$1150/month
Advertising Package #2	\$795/month	\$995/month
Advertising Package #3	\$675/month	\$850/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	\$100/month	\$130/month
Week in Review "Sponsor"	\$225/each	\$275/each
Week in Review Premium Header	N/A	\$375/each
Week in Review - Wide Banner	N/A	\$275/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, 2019

- ◆ Membership: 25,537
- ◆ Facebook Private Group: 27,930 Members
 - ◆ Facebook “Likes”: 37,722
- ◆ Opt-In weekly email recipients: 19,200

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

Email us at : advertising@naset.org

Or

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

Fax : 800-424-0371