

2009/ 2010

Marketing Tool Kit

Information on CEC
exhibiting and advertising,
mailing list rental,
online job board and
sponsorship opportunities.



Council for
Exceptional
Children

ABOUT CEC

CORE VALUES

CEC values:

- The dignity and worth of all individuals.
- Social justice, inclusiveness, and diversity.
- Professional excellence, integrity, and accountability.
- Rich and meaningful participation in society for all individuals with exceptionalities.
- Effective individualized education for all individuals with exceptionalities.
- The importance of families in the lives and education of all individuals with exceptionalities.
- Collaboration and community building to improve outcomes.

MISSION

CEC is an international community of educators who are the voice and vision of special and gifted education. Our mission is to improve the quality of life for individuals with exceptionalities and their families through professional excellence and advocacy.

VISION

CEC is a diverse, vibrant professional community working together and with others to ensure that individuals with exceptionalities are valued and included in all aspects of life. CEC is a trusted voice in shaping education policy and practice and is globally renowned for its expertise and leadership. CEC is one of the world's premiere education organizations.

Did You Know?

CEC has been in existence since 1922 helping the world's exceptional children and those who serve them.



**Council for
Exceptional
Children**

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CEC members

help serve 7.1 million children
and youth with disabilities
and 3 million children with
gifts and talents.

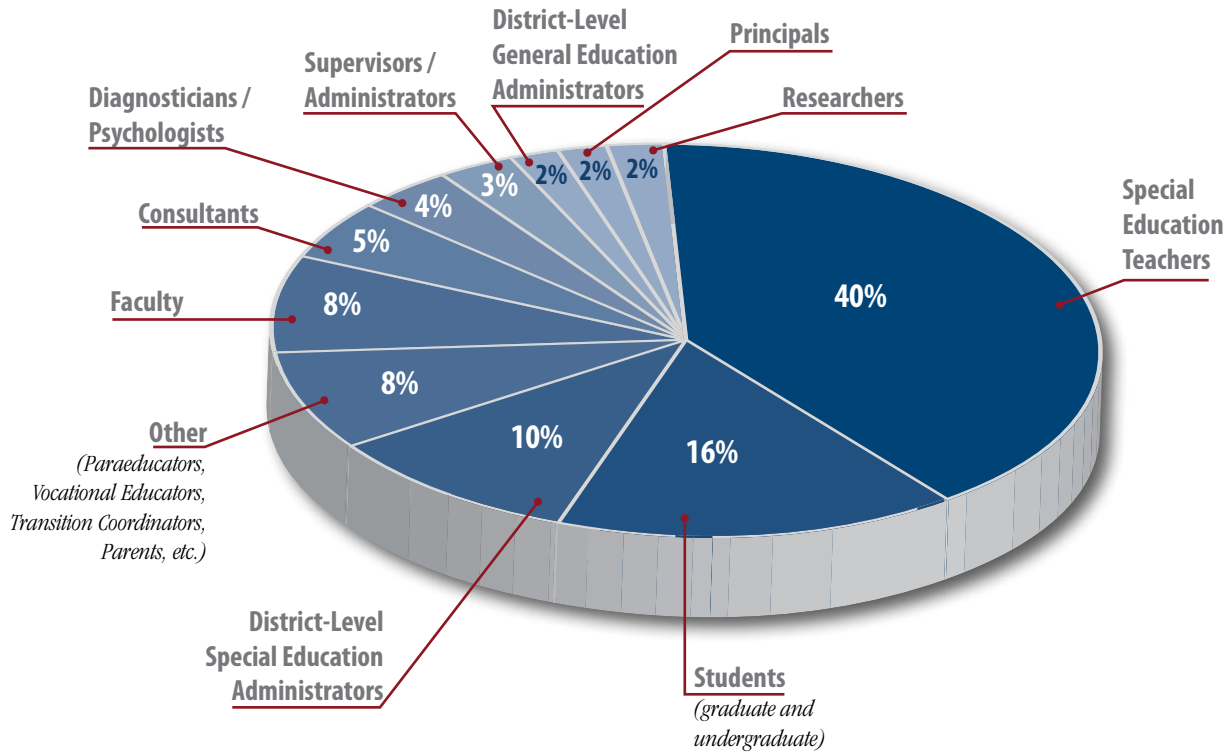
MEMBER STATS

CEC is an international community of educators who are the voice and vision of special and gifted education. Helping to serve 7.1 million children and youth with disabilities and 3 million children with gifts and talents, CEC members are special education teachers, administrators, district-level administrators, faculty, consultants,

students, researchers, and other professionals listed below. The following statistics, as of September 2008, showcase some interesting demographics of CEC members. *Data as of October 2008.*

Current membership: 38,064

Professional Role



Areas of Interest

Learning disabilities, behavioral disorders, early childhood, administration, autism spectrum disorders, mild or moderate disabilities, multiple and severe/profound disabilities, children at risk, diversity, assistive technology, vocational and career education, transition issues, gifts and talents, teacher education, and much more.

Employment Settings

Public or private school, college or university, daycare or preschool facility, local education agency or intermediate unit, state or provincial education agency, private practice, non-profit, vocational or technical school.

CEC's Marketing Tool Kit has everything you need to plan your marketing or recruitment campaign...

Reach your target audience with confidence and ease. Give us a shout today.

Interested in renting our mailing list? *Please see page 7 for more information.*

ONLINE JOB BOARD



CEC's Online Job Board is your online recruitment source devoted solely to special education. Here, university and school recruiters, personnel directors, and administrators can access the most qualified special educators with relevant work experience to fulfill staffing needs.

The majority of candidates posting their resumes have masters degrees or higher. The Online Job Board has a variety of job seekers to meet your every job.

Employers can post positions immediately and track responses as well as search resumes. This service is perfect for recruiters who want the highest-quality candidates.

One 30-day listing: \$250

- Includes resume database search access

Featured listing:

For \$200 more, your job listing can reach an additional 65,000 people through *CEC SmartBrief*. Select this option and your job will be posted on *CEC SmartBrief* each day for the month of your choosing. Maximize your exposure — for one month, your exposure will be 195,000 touchpoints.



10% Off

Three 30-day listings: \$675

- Includes resume database search access
- Each job runs online for 30 days

20% Off

Five 30-day listings: \$995

- Includes resume database search access
- Each job runs online for 30 days

20% Off

Ten 30-day listings: \$1,895

- Includes resume database search access
- Each job runs online for 30 days

You have up to one year from purchase date to utilize these listings.

Do you have more than ten jobs available?
Contact CEC to customize your job package.

New this year, add your job description to CEC SmartBrief as a "Featured Listing." See box on the left for more information regarding increasing your exposure.

CONTACT

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www.specialcareers.org

ADVERTISING: *TEACHING Exceptional Children*

TEACHING Exceptional Children (TEC), targeted at teachers, administrators, and other special education professionals, is published six times a year. *TEC* features practical, peer-reviewed articles that present methods and materials for classroom use and presents current issues in special education teaching and learning. *TEC* also brings its readers the latest information on technology, assistive technology, and procedures and techniques with applications to students with exceptionalities.

Each issue is themed to correspond to leading issues in the field. This journal also features regular columns and learning guides to help users earn CEUs for their participation. Printed in full color, *TEC*, is a great way to reach the CEC membership through one of our most-read publications. Check it out today.

TEC is one of the most highly valued member benefits from CEC.

Average Circulation: 40,889*

*As stated in the Statement of Ownership, Management and Circulation, *TEACHING Exceptional Children* Volume 41, #3, Jan./Feb. 2009.

Percent Paid and/or Requested: 98.99%

Frequency: Six times a year

Full Color

Size	1x	3x	6x
Full Page	\$3,311	\$3,066	\$2,763
2/3 Page	\$2,928	\$2,567	\$2,371
1/2 Page	\$2,418	\$2,218	\$1,963
1/3 Page	\$1,992	\$1,767	\$1,563
Covers (2, 3, or 4)	\$4,261	\$4,016	\$3,713

Black & White

Size	1x	3x	6x
Full Page	\$2,465	\$2,606	\$2,348
2/3 Page	\$2,083	\$2,182	\$2,015
1/2 Page	\$1,573	\$1,885	\$1,668
1/3 Page	\$1,147	\$1,502	\$1,328
Covers (2, 3, or 4)	\$3,273	\$3,066	\$2,797
Classified Rates	\$20 per line, 12 line minimum		

Reservation Dates and Deadlines

Month/Year	Issue	Ad Reservations	Artwork
Jan./Feb. 2009	41-3	Nov. 13	Nov. 20, 2008
Mar./Apr. 2009*	41-4	Jan. 14, 2009	Jan. 21, 2009
May/June 2009	41-5	Mar. 13	Mar. 20
July/Aug. 2009	41-6	May 16	May 23
Sept./Oct. 2009**	42-1	July 10	July 17
Nov./Dec. 2009	42-2	Sept. 11	Sept. 18
Jan./Feb. 2010	42-3	Nov. 13	Nov. 20
Mar./Apr. 2010*	42-4	Jan. 15, 2010	Jan. 22, 2010
May/June 2010	42-5	Mar. 12	Mar. 19
July/Aug. 2010	42-6	May 16	May 23

* Convention issue ** Back to School issue

*“Attainment Company
has been advertising in TEC
for years and I am always
pleased with the
leads it generates for us.”*

– Dan Hanson, Attainment Company

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ADVERTISING: *Exceptional Children*

Exceptional Children (EC), one of the official publications of CEC, is a peer-reviewed journal that publishes original research on the education and development of infants, toddlers, children, and youth with exceptionalities and articles on professional issues of concern to special educators.

Insightful, pioneering research, topical issues, and broad perspectives by leaders in the field for more than 65 years have made *EC* one of the most respected scholarly journals in special education.

Actual Circulation (per issue): 42,825*

* As stated in the Statement of Ownership, Management and Circulation, Exceptional Children Volume 75, #2; as of September 30, 2008.

Percent Paid and/or Requested: 99.01%

Frequency: Quarterly

Black & White

Size	1x	2x	4x
Full Page	\$2,480	\$2,189	\$1,769
1/2 Page	\$1,680	\$1,390	\$1,179
1/4 Page	\$1,100	\$979	\$773
Covers (2 or 3)	\$3,350	\$3,059	\$2,639
Classified Rates	\$24 per line, 12 line minimum		

Reservation Dates and Deadlines

Month/Year	Issue	Ad Reservations	Artwork
Spring 2009*	75-3	Dec. 15, 2008	Dec. 22, 2008
Summer 2009	75-4	Apr. 10, 2009	Apr. 17, 2009
Fall 2009**	76-1	June 12	June 19
Winter 2010	76-2	Oct. 14	Oct. 21
Spring 2010*	76-3	Dec. 11	Dec. 18
Summer 2010	76-4	Apr. 9, 2010	Apr. 16, 2010

* Convention issue ** Back to School issue

Specifications

See the Prices and Specifications page inserted into the center of this brochure.



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Insertion orders are located
in the center of this tool kit.
Complete today to reserve your space.

ADVERTISING: *CEC SmartBrief*



CEC SmartBrief is a customized, daily e-mail brief summarizing the special education news of the day. Created specifically for special education professionals, its news is gathered from

hundreds of top news sources and contains links to the original, full articles. Circulation continues to grow through a combination of viral marketing, regular trial sends, and promotion via CEC's other communication vehicles.

"CEC SmartBrief is the best resource we've used to find qualified leads for our audio learning products."

*— Marketing Manager,
Recording for the Blind and Dyslexic*

In SmartBrief's experience, 93 percent of readers open and read a SmartBrief three to five times a week, and 80 percent of readers have learned about a new product or service through an advertisement in SmartBrief. As an advertiser, you will have online access to your campaign results to quickly and easily quantify your campaign ROI. Advertising reports include the names of every company and the title of every person who clicks on your ad.

Frequency:	Daily
Circulation:	65,000 opt-in subscribers
Format:	HTML e-mail
Open rate:	19.5%
Click-through rate:	9.8%

*In SmartBrief's experience,
93 percent of readers open
and read a SmartBrief three
to five times a week.*



CONTACT

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MAILING LIST RENTAL

The CEC list is an excellent source of active, highly educated special education professionals who are eager to learn about your new products and services for:

- K - 12 Classes
- Administration
- Assessment / Diagnostics
- Assistive Technology
- Augmentative and Alternative Communication
- Behavioral Disorders / Crisis Management
- College Faculty and Researchers
- Curriculum and Instructional Technology
- Developmental Disabilities
- Gifted Education
- Physical Disabilities
- Professional Development Programs (conferences, seminars, workshops)
- Student Management and Tracking
- IFSP / IEP
- Medicaid Reimbursement
- Transition and Career Development Programs
- Universities and Colleges (undergraduate and graduate)
- Other products and services targeted at special educators

Minimum order: 5,000 names
Base rate: \$115/M
Special selections: +\$15/M

The CEC mailing list includes active CEC members and recent CEC customers and can be segmented to meet your needs.

Current CEC list clients include:

- Abilitations
- Allyn & Bacon
- American Psychological Association
- Attainment Company, Inc.
- AutismPro
- Brookes Publishing
- Conover Company
- Constructive Playthings
- Contemporary Forums
- Corwin Press
- Crisis Prevention Institute (CPI)
- Curriculum Associates, Inc.
- Flaghouse
- Free Spirit Publishing
- James Stanfield Company
- Jossey-Bass: A Wiley Imprint
- Hawthorne Educational Services
- Lorman Education Services
- Love Publishing Company
- PCI Education
- Pearson Assessments
- Recording For the Blind & Dyslexic
- Research Press
- Sammons Preston
- Special Olympics
- University of Illinois
- University of Kentucky
- University of Northern Colorado
- Western Psychological Services
- ZERO TO THREE



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EXHIBITING & SPONSORSHIPS

CEC is now using a popular, online, real-time event management solution for our annual convention & expo to expedite the booth review and selection process, company profile management, and payment process, as well as the booth personnel registration. There is something for everyone — **Exhibitors** may keep on top of the CEC exhibit process and utilize the new features in the software. **Attendees** may learn about exhibiting companies and map their way through the exhibit hall. Check it out at www.exhibits.cec.sped.org. See you online!



Exhibiting

The CEC Convention & Expo is the place to connect with customers and meet important new customers. CEC's attendees are teachers, administrators, directors, faculty, researchers, related

services professionals, and students working with children and youth with disabilities and gifts and talents. They are professionals who make decisions or are influential in making decisions to purchase products and services for their school system. If you are a software or web-based product company, adaptive or assistive device manufacturer, textbook publisher, curriculum developer, other special education material or service company, or recruiter, you belong at the CEC Convention & Expo. Contact us today to view the prospectus and secure your space.

Upcoming Convention & Expo's:

- | | |
|---------------------|---|
| April 1 - 4, 2009 | Seattle, Washington |
| April 21 - 24, 2010 | Nashville, Tennessee (Opryland) |
| April 25 - 28, 2011 | National Harbor, Maryland
(Moments away from Washington, DC) |
| April 11 - 14, 2012 | Denver, Colorado |
| April 3 - 6, 2013 | San Antonio, Texas |

Sponsorships

Interested in creating a lasting impression with special educators? Think about sponsoring at the CEC Convention & Expo. Sponsorships offer creative ways for you to build lasting partnerships with professionals in the field and give you multiple mechanisms to reach your target audiences. Check out the latest *Exhibit, Recruitment and Sponsorship Prospectus* or contact us for more information.

CONTACT – EXHIBITING

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Visit www.exhibits.cec.sped.org
for more information.

NEW CEC ONLINE RESOURCE

Welcome to CEC Exhibits/Career Center
www.exhibits.cec.sped.org



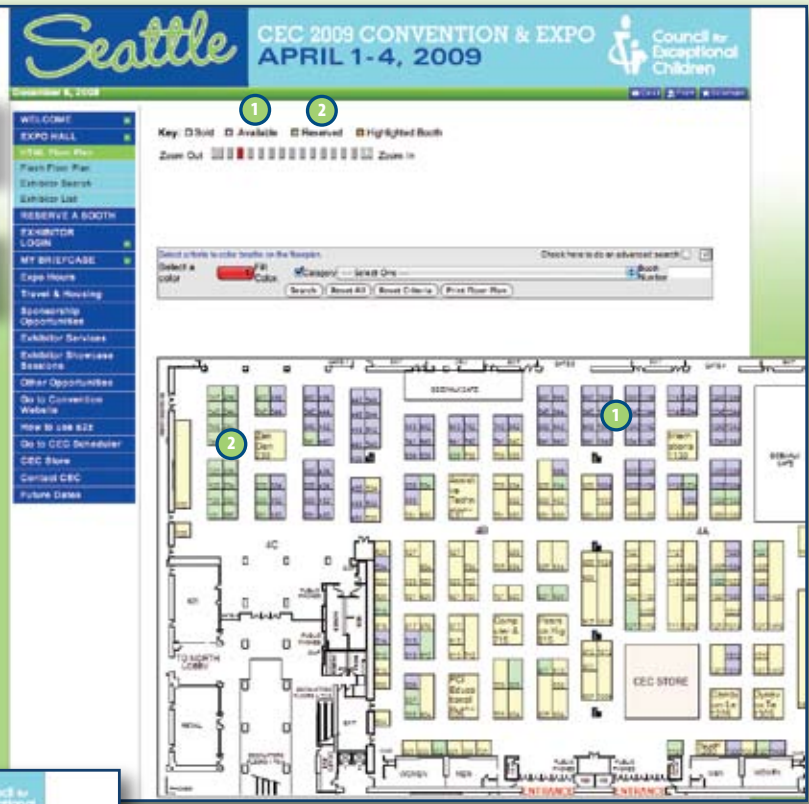
For Convention and Expo information visit us online at www.exhibits.cec.sped.org

With www.exhibits.cec.sped.org you can . . .

- 1 See available booths.
- 2 Reserved booth space.

- 3 Manage your company profile.
- 4 Register your booth personnel.

- 5 Make online payments.



Find help easily. . .
 ➤ *Point.*
 ✦ *Click.*
 ✓ *Done!*



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