

eBlasts



Audience profile: CEC's mailing list of members and non-members include special education teachers and administrators, paraprofessionals, early childhood special educators, college and university faculty, researchers, other professionals.

eBlasts are targeted email messages that you can send to our active audience to promote your products and services, a special offer, or content. CEC's audience is actively engaged in sourcing products and services designed to support the Special Education community thus providing you with an audience that has the authority to make purchasing decisions.

All of our subscribers are opt-ins and have specified that they would like to receive messages from our partners. This makes our lists high-performing in terms of open rate and click-through rate. We offer expert support and optimization advice to ensure your eBlast receives the maximum possible open rates as well as click-throughs.

Rates and Information

Distribution

Circulation: 21,000 CEC members + 14,000 non-member subscribers

Rates and Availability

Only 24 partner eBlasts are sent annually
Maximum contract of 2 eBlasts per partner, per year

Rate for 1 eBlast: \$4950
Rate for 2 eBlasts: \$9500

Terms and Content Provisions

Deadlines

Scheduling: eBlasts must be contracted/schedule 30 days in advance

Deployment: Content must be provided five business days prior to deployment

Terms, Conditions and Restrictions

Email blasts must pass our SPAM filter testing to be eligible for deployment to our audience. Use of SPAM trigger words (see tips to the right) and exclamation points in the subject line and text elements of the email blast HTML are prohibited. Exclusive email blasts can only be cancelled or rescheduled up to 15 business days prior to the deployment date without incurring a redeployment fee. Cancellations or reschedules less than 15 business days will be assessed a fee of up to 50% of the original price. Failure to deliver materials by the deadline may result in the cancellation of media.

Tips for Improving Opens and Clicks

- Include a specific Call-to-action
- Bright or contrasting colored button in prominent location
- Hyperlinks Add links to all images; include alt tags on images and title tags on links
- Balance images and text 100% image email blasts are prohibited - they are known SPAM triggers
- Exercise brevity Keep text to 100 words or less; use bullet points
- Featured content Place in top 300 pixels of the email Avoid special characters ("", \$, %, &, *, #)
- Prohibited: SPAM trigger words Free, Win, Discount, Offer, Prize, Buy, Order, Best, Rate, Trial, Give-Away, etc.
- Prohibited: Exclamation points in subject line

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