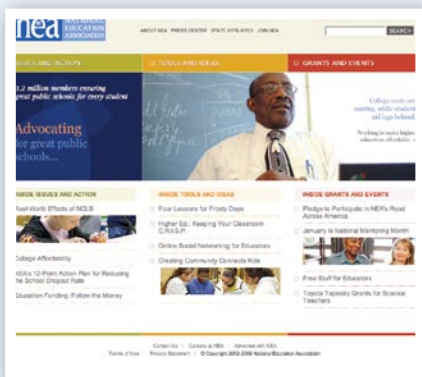




OUR USERS ARE YOUR EDUCATION TARGET MARKET



- **84% of our users access nea.org at work and at home.**
- **64% of our Association members make purchases on the Internet.**
- **Online, our members are buyers, spending more than \$130 million annually, including:**
 - \$26 million in online book purchases
 - \$16 million in online computer purchases
 - \$6.5 million for other technology product purchases
- **Our members spend more than \$7 billion in technology for their schools and districts.**

Our Members Are Online... Meet Them There!

When your sales and marketing objectives call for integrated, multi-touch campaigns and promotions, nea.org delivers the audience and impact you need. Our 3.2 million members are online and they're active buyers and information consumers!

ABOUT NEA.ORG

Nea.org serves our members in multiple ways. As a professional venue, our web site focuses on helping members save time and improve professional practice in their classrooms and schools. With an in-depth focus on helping students succeed and achieve, our web site serves as "education central."

- We point member visitors to the resources that are relevant and valuable for their individual professional needs.
- We offer access to high quality professional development programs and opportunities.
- We showcase best-in-class instructional materials and services.
- We provide tools that make ongoing professional tasks easier and more productive.
- We make it easy to connect with colleagues, parents, and community.
- We support active networking among members and Association leaders.
- We spotlight the Association's critical advocacy efforts.

YOUR MESSAGE. OUR MEMBERSHIP. MAKE THE CONNECTION.

With nea.org, we concentrate on two distinct yet related audiences: NEA members and educators—in their professional and personal lives—and parents and the school community. The site is designed so educators and others can quickly and easily find quality coverage in their specific areas of interest.

Advertising opportunities are available in both the Tools and Ideas, and Grants and Events sections of nea.org. To support advertisers' needs for more precise targeting, we offer a range of options for specific page placements, so you can align your promotional program to our specialized content. For example, content publishers and other organizations providing instructional materials will find our "Lesson Plans" and "Tools on the Web or In Print" pages to be editorially appropriate for their unique needs. Universities and other professional development programs will find our "Best Practices" page a suitable location for their marketing messages.

STRATEGIC PLACEMENT MAKES A DIFFERENCE

Nea.org taps the power of online advertising and gives you a variety of powerful ways to deliver your messages, including full sponsorships, skyscrapers, boxes, and multi-page campaigns.

OUR ADVERTISING POLICIES

Nea.org exists for and on behalf of the NEA membership. The Association reserves the right to unilaterally reject, omit, or cancel advertising that it deems to be not in the best interest of the NEA or that by its tone, content, or appearance is not in keeping with the essential nature of nea.org.

The National Education Association believes that personnel policies and practices must guarantee that no person be employed, retained, paid, dismissed, suspended, demoted, transferred, or retired because of race, color, national origin, religious beliefs, residence, physical disability, political activities, professional association activity, age, size, marital status, family relationship, gender, or sexual orientation, and will not knowingly permit its web site, as ad media, to be used by others in support of discriminatory practices.

To this end, the following policy was adopted by the NEA Representative Assembly:

“All businesses and organization that choose to advertise their services and products in NEA publications shall agree to practice NEA policies of nondiscrimination.” The Association reserves the right to refuse advertising submitted for the purpose of airing sides of controversial, ethical, or professional issues.

ADVERTISING

To give each advertiser optimum exposure and impact, we offer two prominent and consistently placed advertising opportunities within nea.org.



160 X 600 SKYSCRAPER

Anchoring the right side of our interior pages, the skyscraper format frames content and provides ample area for messaging and graphics.

\$24.00 CPM



180 X 150 RECTANGLE

Prominently positioned at the top right, the rectangle format is ideal for promotional announcements, new product introductions, and high-impact calls to action!

\$18.00 CPM

REACH OUT & REACH MORE OF YOUR EDUCATION MARKET WITH NEA.ORG

Contact our advertising and marketing team consultants today!

www.nea.org

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Great Public Schools for Every Student