2020-2021 Digital Ad Rates

The Autism Society of the Greater Capital Region, NY is a highly respected resource for credible autism information. Promote your service, product or event and reach individuals, families, and professionals in our autism community. Email jkruiswijk@asgcr.org with questions.

*New!* For every $1,000 in advertising spent, we will include a complimentary Live Stream Interview. Join our Executive Director in an online conversation that we will promote across all of our communication channels.

**Digital Newsletter** - Reach over 2,500 members of our autism community! We publish a weekly newsletter with helpful information and news updates.

<table>
<thead>
<tr>
<th>Ad Sizes:</th>
<th>1 Listing</th>
<th>2 Listings</th>
<th>4 Listings</th>
<th>8 Listings</th>
<th>16 Listings</th>
<th>32 Listings</th>
<th>52 Listings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exclusive Email Blast</td>
<td>$500</td>
<td>$1800</td>
<td></td>
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</tr>
<tr>
<td>Header Banner</td>
<td>$100</td>
<td>$190</td>
<td>$360</td>
<td>$685</td>
<td>$1,300</td>
<td>$2,475</td>
<td>$4,700</td>
</tr>
<tr>
<td>Body Banner</td>
<td>$50</td>
<td>$95</td>
<td>$180</td>
<td>$340</td>
<td>$650</td>
<td>$1,235</td>
<td>$2,345</td>
</tr>
<tr>
<td>Coupon Banner</td>
<td>$50</td>
<td>$95</td>
<td>$180</td>
<td>$340</td>
<td>$650</td>
<td>$1,235</td>
<td>$2,345</td>
</tr>
<tr>
<td>Shared Body Banner</td>
<td>$25</td>
<td>$45</td>
<td>$90</td>
<td>$170</td>
<td>$325</td>
<td>$615</td>
<td>$1,165</td>
</tr>
</tbody>
</table>

**Webpage Advertisements** - New! We are offering horizontal banner advertisements (600px by 100px) on our website. During the advertising term you choose, every visitor to that webpage will see your information with a link to your site.

**Banner Ad:** $150 per webpage per month. Frequency and package rates can be discussed.

**Sponsored Social Media Content** - Share your business with our engaged audience of over 5,000 people across Facebook, Twitter, Instagram, and LinkedIn.

**Cross-Platform Post (Facebook, Instagram, Twitter):** $100. Frequency and package rates can be discussed.

**Linked-In Sponsored Content:** $125. Frequency and package rates can be discussed.

We look forward to partnering with you to get the word out about your business to our community! Thank you for showing your support of our mission to improve the lives of everyone touched by autism. Keep an eye out for additional event sponsorship opportunities as we coordinate our 2021 event schedule.

*Ad design services are also available. All advertisements are subject to our approval. We reserve the right to refuse any advertisement we believe is incompatible with our mission.*
Newsletter Ad
Sizes & Locations:

_Halloween Events and Tips!_

Header Ad

Halloween can be a fun time of year for many kids and young adults, but for individuals on the autism spectrum, the experience of trick-or-treating at night may be overwhelming. Here are some tips from the Autism Society of America to prepare for the night and help ensure a more positive experience:

Body/Coupon Ad

A Shared Body Ad would go in an area like this, splitting the newsletter with another piece of content.

This content on the other side could be another advertisement or more information from the Autism Society.