



# Advertising

**2 PUBLICATIONS PER YEAR**  
**SUMMER / FALL**      **WINTER / SPRING**

**We print and deliver up to  
220,000 Bright Feats  
publications each year**

to schools, Early Learning Coalitions, professionals, therapy centers and community providers for free. More than half of these publications are sent home in the backpacks of ESE students in Central Florida Public Schools. This puts our directory information in the hands of thousands of parents each year. Counties served are: Brevard, Volusia, Seminole, Orange, Lake, Osceola, Polk, Hillsborough and Pinellas.

## *à la carte* Advertising Menu Options

Front Cover	\$3,500*
Back Cover	\$3,000*
2pg Center Fold	\$5,500*
Full Page	\$2,500*
1/2 Page	\$1,500*
1/4 Page	\$750*
1/8 Page	\$350*
Directory Listing	\$200*
Nonprofit Directory Listing	\$100*

\*Prices listed are the total cost to participate in one publication for one cycle

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## SUBMITTED AD GRAPHICS

Preferred graphic programs include InDesign, Photoshop and Publisher. We also accept jpeg, or png files. If we need to create the ad, recreate, update or change the ad an additional fee of \$65 per hour will be applied. Cover photo image resolution of 300 dpi or higher at 5.5 inches by 8.5 inches is required. Please allow 1/4 inch of space on each side between live copy and ad trim. We will add a one point black line around each ad unless the ad is a full page with bleed. Bleeds are allowed on full page ads only. The full page ad is 4.75 inches by 7.75 inches high with full bleed dimensions of 5.5 inches by 8.5 inches. All files are CMYK at 300 dpi at full reproduction size (at 100%).

## SUBMITTED ARTICLE CONTENT

Articles are approximately 400 words for one full page and 800 words for a two page article spread. Please include about two lines at the end for biographical and contact information about the author. We credit the author with first and last name and credentials.

## AD TEMPLATE

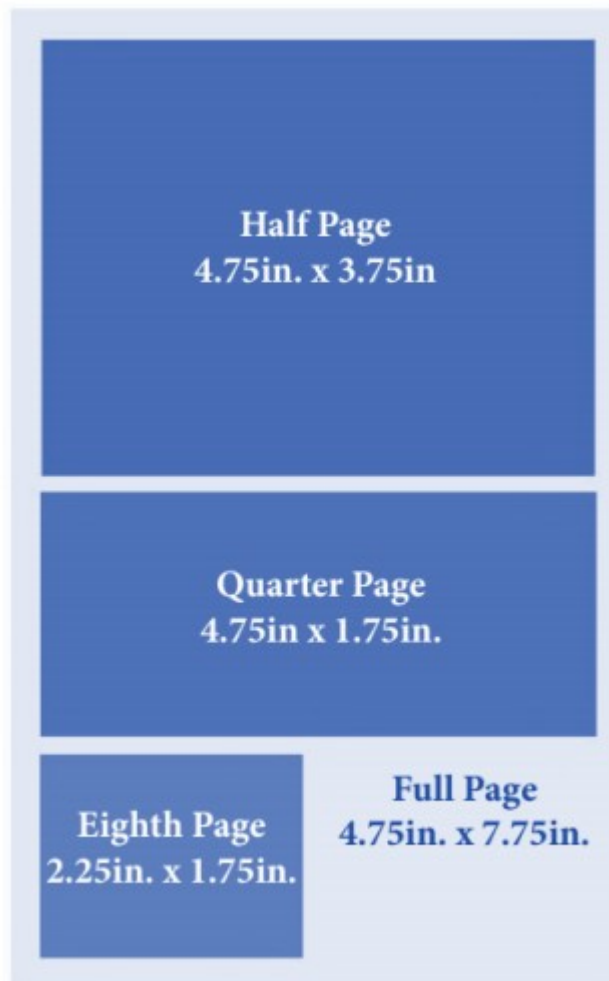
Full Page  
4.75in. x 7.75in.

Half Page  
4.75in. x 3.75in.

Quarter Page  
Vertical  
2.25in. x 3.75in.

Quarter Page  
Horizontal  
4.75in. x 1.75in.

Eighth Page  
2.25in. x 1.75in.





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### *Additional à la carte*

#### Advertising Menu Options

Social Media Post	The post will go on Bright Feats Facebook, Instagram and Twitter Pages	\$50 per post
Quarterly News Ads	Bright Feats sends a Quarterly Newsletters to families and service providers in the Special Needs Community 4 times a year, these ads are 250x125px	\$200 per ad
Banner Ad	Featured on the Calendar page for 7 days Size: 500x 200px	\$350 per ad
Online Directory Listing	This Listing includes: Company Name, Areas Served, website, email, phone number brief description and logo	\$100 per year
Ad Design	If we need to create an ad, recreate, update or change an ad.	\$65 per hour

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### QUARTERLY NEWSLETTERS

The Bright Feats Electronic Newsletter is emailed to parents and providers who have requested to be on our email list. We have limited advertising space available in our newsletters. The newsletter directs families to a comprehensive list of events on our website calendar. Advertisers are eligible to include workshops, events, fundraisers and more in our Family Newsletters.

### Deadlines to submit event information:

- January 20
- April 20
- July 20
- October 20

Newsletters are emailed:

- February 15
- May 15
- August 15
- November 15

Newsletter Ad Rates \$200 per ad

Each newsletter ad includes:

- An ad graphic
- An approximate 30 word description
- A web link or link to your article page

eNewsletter Ad  
250 x 125 px,  
with direct link,  
\$200 each



eNewsletter Events  
included with  
ad purchase.



**Bright Feats** Your Medical, Educational and Special Needs Family Resource

### December Family eNewsletter & Upcoming Events!

**Thank You Front Cover Sponsors!**

- ChildrenFirst Health Care System
- LifeSkills Sensory Integration Specialists
- No Limits Academy
- Kookaburk

Winter/Spring 2019-20 Orlando Early Childhood [Click Here](#)

Winter/Spring 2019-20 Orlando Traditional [Click Here](#)

Winter/Spring 2019-20 Tampa [Click Here](#)

Winter/Spring 2019-20 Space Coast [Click Here](#)

**Nathaniel's Hope Make'm Smile!**  
Register Now!  
**Join the party!** Sign up your VIP kid, be a Buddy by joining a VIP kid and their family in a stroll around Lake Eola, be a resource exhibitor or sponsor!

**Make'm Smile**  
Saturday June 4  
Lake Eola  
Downtown Orlando

**Upcoming Events:**  
Visit the **Bright Feats Calendar** for workshops, upcoming support group meetings, and events!

Ongoing events at MOSI - [Events at MOSI](#)

Hearing Me (for Deaf/Hard of Hearing) - [Multiple Events](#)

December 17th - [Space Coast Health Foundation - Autism & Related Disabilities Town Hall Symposium](#)

December 18th - [S.O.A.K. - 'Jumanji - The Next Level' Sensory Friendly Screenings](#)

December 22nd to January 5th - [Sugar Sand Park's Holiday Fun-facular](#)





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*Service Provider*  
Advertising Package Options

**Option 1:  
Standard Listing Package**

**\$35**

per month /6 payments per cycle  
**OR \$210 Single Payment**

- 1 Printed Directory Listing with Logo (\$200 Value)
- 1 Online Directory Listing with Logo (\$100 Value)
- 1 Verified Listing on SeachABLEnow.com (\$79 Value)
- 1 Social Media Post (\$50 Value)

**\$429**

VALUE

**Option 2:  
1/8 Page Package**

**\$65**

per month /6 payments per cycle  
**OR \$390 Single Payment**

- 1 Printed 1/8 Page Ad (\$350 Value)
- 1 Printed Directory Listing with Logo (\$200 Value)
- 1 Online Directory Listing with Logo (\$100 Value)
- 1 Verified Listing on SeachABLEnow.com (\$79 Value)
- 2 Social Media Post (\$100 Value)

**\$829**

VALUE

**Option 3:  
1/4 Page Package**

**\$130**

per month /6 payments per cycle  
**OR \$780 Single Payment**

- 1 Printed 1/4 Page Ad (\$750 Value)
- 1 Printed Directory Listing with Logo (\$200 Value)
- 1 Online Directory Listing with Logo (\$100 Value)
- 1 Verified Listing on SeachABLEnow.com (\$79 Value)
- 2 Social Media Post (\$100 Value)

**\$1,229**

VALUE

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Advertising Package Options

# Advertising

**Option 4:  
1/2 Page Package**

**\$255**

per month / 6 payments per cycle  
**OR \$1,530 Single Payment**

- 1 Printed 1/2 Page Ad (\$1,500 Value)
- 1 Printed Directory Listing with Logo (\$200 Value)
- 1 Online Directory Listing with Logo (\$100 Value)
- 1 Verified Listing on SeachABLEnow.com (\$79 Value)
- 3 Social Media Post (\$150 Value)

**\$2,029**

VALUE

**Option 5:  
Full Page Package**

**\$425**

per month / 6 payments per cycle  
**OR \$2,550 Single Payment**

- 1 Printed FULL Page Ad (\$2,500 Value)
- 1 Printed Directory Listing with Logo (\$200 Value)
- 1 Online Directory Listing with Logo (\$100 Value)
- 1 Verified Listing on SeachABLEnow.com (\$79 Value)
- 3 Social Media Post (\$150 Value)

**\$3,029**

VALUE

**Option 6:  
Back Cover Package**

**\$500**

per month / 6 payments per cycle  
**OR \$3,000 Single Payment**

- 1 Printed Full Page Back Cover Ad (\$3,000 Value)
- 1 Printed 1/8 Page Ad (\$350 Value)
- 1 Printed Directory Listing with Logo (\$200 Value)
- 1 Online Directory Listing with Logo (\$100 Value)
- 1 Verified Listing on SeachABLEnow.com (\$79 Value)
- 3 Social Media Post (\$150 Value)
- 

**\$3,879**

VALUE



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### *Service Provider*

#### *Advertising Package Options*

#### **Option 7: Front Cover Package**

**\$585**

**per month /6 payments per cycle  
OR \$3,510 Single Payment**

- 1 Printed FULL COVER Page Ad (\$3,500 Value)
- 1 FULL Page Article (\$2,500 Value)
- 1 Printed 1/8 Page Ad (\$350 Value)
- 1 Printed Directory Listing with Logo (\$200 Value)
- 1 Online Directory Listing with Logo (\$100 Value)
- 1 Verified Listing on SeachABLEnow.com (\$79 Value)
- 3 Social Media Post (\$150 Value)

**\$6,879**  
VALUE

All Advertisement Packages are paid monthly for 6 months in advance of the printed publication.  
All online benefits are available immediately upon first monthly payment.  
Advertising Packages have contracts that automatically renew for each cycle and can be ended at any time with a return of any funds paid within the last 30 days.

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## Packages

	Standard Listing	1/8 Page	1/4 Page	1/2 Page	FULL Page	Back Cover	Front Cover
Printed Directory Listing	X	X	X	X	X	X	X
Online Directory Listing	X	X	X	X	X	X	X
Social Media Posts	1	2	2	3	3	3	3
Quarterly News-letter Ads	X	X	X	X	X	X	X
SearchABLE-now.com Listing	X	X	X	X	X	X	X
1/8 Page Printed AD		X				X	X
1/4 Page Printed Ad			X				
1/2 Page Printed AD				X			
FULL Page Printed AD					X		X
Back Cover						X	
Front Cover							X

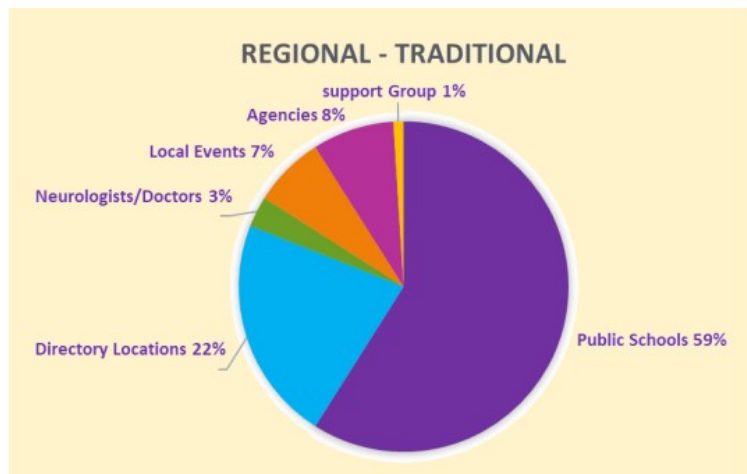
# Advertising

*At a Glance*

*Service Provider*  
 Advertising Package Options

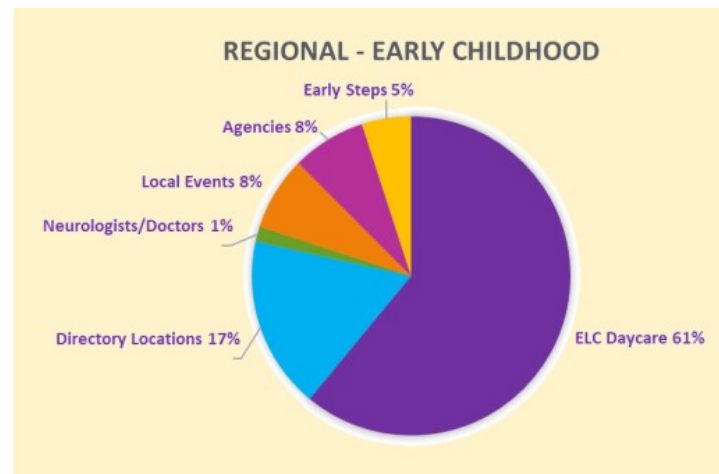


# Distribution



134,000 DISTRIBUTED ANNUALLY

This publication focuses on supports for families with children older than 5 years of age through adulthood. We partner with public schools to send more than half of the publications home with ESE students in public schools. The rest of the publications are distributed by locations listed in our directory, including specialized pediatric physician offices, therapy centers, private schools serving children with special needs, hospitals, and community support groups and centers



80,000 DISTRIBUTED ANNUALLY

Connecting with Early Steps, Public School Early Intervention Services and Early Learning Coalitions, we provide this early childhood directory to parents of children ages birth through 5 years of age. This publication is distributed to pediatricians, dentists, child care centers and locations listed in the directory