2018
MEDIA KIT
Reach thousands of parents, educators and hearing health care providers in the deaf and hard of hearing community.
AG BELL 360° MARKETING

Exhibit, sponsor and advertise in AG Bell print publications, e-newsletters and website to reach the parents, educators and hearing health care providers in the community representing children and adults who are deaf and hard of hearing and use listening and spoken language.

Call today and let us help you optimize your marketing efforts and budget with a targeted advertising package designed just for you. Contact Gary Yates at 301-919-8851 or email gyates@agbell.org to get started!

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<table>
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<tr>
<th>PRINT</th>
<th>DIGITAL</th>
<th>IN-PERSON</th>
</tr>
</thead>
<tbody>
<tr>
<td>0 Volta Voices</td>
<td>0 The Volta Review</td>
<td>0 Digital Media</td>
</tr>
</tbody>
</table>

AG BELL 360˚ MARKETING

Association for the Deaf & Hard of Hearing
AG BELL: CONNECTING YOU TO CUSTOMERS

Founded in 1890, the Alexander Graham Bell Association for the Deaf and Hard of Hearing is the largest organization in the United States focused on the needs of children with hearing loss who use auditory approaches to communicate.

OUR MEMBERS:

**EDUCATORS AND HEARING HEALTH CARE PROVIDERS:**
Seeking information on the latest industry trends and technology, continuing education opportunities and practical solutions for working with individuals with hearing loss and their families.

**PARENTS OF CHILDREN WITH HEARING LOSS:**
Seeking information and resources on listening and spoken language, education and social issues related to living in the mainstream.

**ADULTS WHO ARE DEAF AND HARD OF HEARING:**
Seeking information on advances in the latest technology, social issues related to living in the mainstream and services.

<table>
<thead>
<tr>
<th>TOP FIVE AG BELL RESOURCES ACCESSED BY CONSTITUENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Volta Voices</td>
</tr>
<tr>
<td>2. AG Bell eNEWS</td>
</tr>
<tr>
<td>3. The Volta Review</td>
</tr>
<tr>
<td>4. AG Bell Website</td>
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<tr>
<td>5. AG Bell Events</td>
</tr>
</tbody>
</table>
VOLTA VOICES

Thousands of readers and subscribers know that Volta Voices is the source of news and information on hearing loss and listening and spoken language for families of children with hearing loss, adults who are deaf and hard of hearing, educators and hearing health care providers.

The award-winning Volta Voices features articles on education, listening and spoken language development, legislation and advocacy, hearing health and technology as well as personal accounts from educators, medical professionals, parents and individuals with hearing loss.

2018 EDITORIAL CALENDAR

<table>
<thead>
<tr>
<th>Issue</th>
<th>Date Range</th>
<th>Theme</th>
<th>Space</th>
<th>Art</th>
<th>Mail Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>January – March 2018</td>
<td>Community</td>
<td>December 1</td>
<td>January 4</td>
<td>February 24th</td>
</tr>
<tr>
<td>2</td>
<td>April – June 2018</td>
<td>Giving Back</td>
<td>March 1</td>
<td>March 23</td>
<td>May 25</td>
</tr>
<tr>
<td>3</td>
<td>July – September 2018</td>
<td>Back to School</td>
<td>June 1</td>
<td>June 15</td>
<td>August 17</td>
</tr>
<tr>
<td>4</td>
<td>October – December 2018</td>
<td>Technology</td>
<td>October 1</td>
<td>October 15</td>
<td>November 17</td>
</tr>
</tbody>
</table>

All issue dates and topics are subject to change.
For content inquiries, please contact Chris Gensch at cgensch@agbell.org.
For advertising inquiries, contact Gary Yates at 301-919-8851 or gyates@agbell.org.

Volta Voices will be published in Spanish in 2018. Contact gyates@agbell.org for pricing information.
## VOLTA VOICES

### 2018 RATES AND SPECIFICATIONS

#### ADVERTISING SALES AND PRODUCTION CONTACT:

**Gary Yates**, Manager of Association Relations  
Cell: 301-919-8851  
Email: gyates@agbell.org

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<table>
<thead>
<tr>
<th>Ad Size</th>
<th>4-COLOR</th>
<th></th>
<th></th>
<th></th>
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</thead>
<tbody>
<tr>
<td></td>
<td>1 issue</td>
<td>2 issues</td>
<td>4 issues</td>
<td></td>
</tr>
<tr>
<td>Full Page</td>
<td>$2,890</td>
<td>$2,565</td>
<td>$2,470</td>
<td></td>
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<tr>
<td>1/2 Page</td>
<td>$1,795</td>
<td>$1,655</td>
<td>$1,545</td>
<td></td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$1,545</td>
<td>$1,435</td>
<td>$1,405</td>
<td></td>
</tr>
<tr>
<td>1/6 Page</td>
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<td>$1,180</td>
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<td>Cover 2*</td>
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<td>Cover 4*</td>
<td>$3,310</td>
<td>$2,935</td>
<td>$2,825</td>
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</table>

<table>
<thead>
<tr>
<th></th>
<th>BLACK &amp; WHITE</th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1 issue</td>
<td>2 issues</td>
<td>4 issues</td>
<td></td>
</tr>
<tr>
<td>Full Page</td>
<td>$2,015</td>
<td>$1,695</td>
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<tr>
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<td>$925</td>
<td>$780</td>
<td>$620</td>
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<tr>
<td>1/3 Page</td>
<td>$615</td>
<td>$560</td>
<td>$535</td>
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<tr>
<td>1/6 Page</td>
<td>$420</td>
<td>$350</td>
<td>$335</td>
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<tr>
<td>Cover 2*</td>
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<tr>
<td>Cover 3*</td>
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<td>---</td>
<td></td>
</tr>
<tr>
<td>Cover 4*</td>
<td>---</td>
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</tbody>
</table>

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*4-color only | Saddle stitch bound, 4-color (CMYK) on a web press, 150-lpi line screen.  
Bleed ads: Include 0.25" bleed on all sides with all trim marks positioned outside the bleed area. Vital copy positioned 0.1875" from trim on all sides.

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**DIRECTORY OF SERVICES**

List your school, business or organization for one year appearing in every issue of Volta Voices, and on our website, for only $465.  
100-word limit

**List Rental**

Reach out to AG Bell’s members as well as those pursuing or holding the LSLS certification where they work and live. AG Bell can segment the mailing list—you determine the target audience that best suits your needs.  
$185 per 1,000 entries  
$300 minimum order

A sample of the direct mail piece is required for approval with the list rental request.

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**Full Page + Covers 2, 3, 4**  
Bleed: 8.5 x 11.25"  
Non-Bleed: 7 x 9.5"  
Trim: 8 x 10.75"

**1/2 Page**  
Horizontal: 7 x 4.75"

**1/3 Page**  
Horizontal: 7 x 3.125"  
Vertical: 2.25 x 9.5"

**1/6 Page**  
Horizontal: 4.625 x 2.625"
DIGITAL OPPORTUNITIES

The Volta Review

The Volta Review is now available through an electronic journal platform that provides readers with a print-on-demand option. Complete issues will be available online in the spring and fall, with articles published as they become available. A print compilation volume will be available for purchase at the end of the year. Research will receive greater exposure through more robust search engine optimization and social sharing features. Readers and members can opt to receive an e-TOC (electronic table of contents) to alert them to new articles online.

<table>
<thead>
<tr>
<th>Ad Unit</th>
<th>Dimensions</th>
<th>Net Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>728 x 90 px</td>
<td>$525</td>
</tr>
<tr>
<td>Wide Skyscraper</td>
<td>160 x 600 px</td>
<td>$315</td>
</tr>
</tbody>
</table>
AG BELL WEBSITE
www.agbell.org

Build your brand and get measurable return on investment with AG Bell’s website! With 60,000 monthly visitors and 1,800 peak daily visitors interested in hearing loss, hearing technology, and listening and spoken language, your ad is sure to get noticed.

The AG Bell website offers prominent ad units, keyword and audience targeting, and advanced reporting features to help maximize your return on investment. An ad on the home page receives 4,700 unique impressions per month.

Hurry, space is limited and the best placements will go quickly! Call today to finalize your schedule.

2018 RATES AND SPECIFICATIONS

<table>
<thead>
<tr>
<th>Ad Unit</th>
<th>Dimensions</th>
<th>Content Channel</th>
<th>Rate/Month</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single Banner</td>
<td>1560x330px</td>
<td>$1,195</td>
<td></td>
</tr>
</tbody>
</table>

- Available Content Channels: Home page only as well as specific sections targeted to families and professionals.
- Discounted ad rates apply with multiple insertions
- Twenty-five percent discount for nonprofits

JPEG, GIF, Flash, rich media and third-party served ads are accepted. A backup GIF or JPEG file is required for all Flash ads. Flash ads must support the clickTAG variable. E-newsletter ads must be static and submitted in JPEG or GIF formats.

All expandable ads must be user-initiated. Expanding ads must have a prominent “Close” button in the upper right corner of the expanded portion of the ad.

All audio must be user-initiated and clearly labeled with “Play” and “Stop” buttons.
- Image size: 50 kb max
- Rich media size: 60 kb max
- Looping restrictions: 15 sec., 4 loops
AG BELL WEBSITE
www.agbell.org

CUSTOM CONTENT OPPORTUNITY

AG Bell is offering a special custom content program to provide opportunities for vendors to have their high quality content reside within the AG Bell website, opening the door to an increased audience and positioning your company as a thought-leader. Using the helpful information your company already has, you can increase your reach to an interested audience of over 60,000 unique visitors each month consisting of families, professionals and adults with hearing loss within the AG Bell community.

How custom content programs benefit you
Consumers of information on the web are looking for trusted resources, and the AG Bell website is designed to be the trusted resource for listening and spoken language. By providing custom content, your company will gain access to a large audience that is interested in learning and growing their knowledge base about deafness and related issues.

How your company will be recognized
We have designed special recognition at the beginning and end of each custom content piece where your company will be credited with providing the content, with links to your company’s website. Intros, outros and watermarks are acceptable for videos. We will also consider other recognition opportunities on a case-by-case basis.

Content guidelines
AG Bell will accept public-facing information created to help educate and inform readers about issues surrounding hearing loss and listening and spoken language. This can range from providing a better understanding of the sense of hearing and the effects of different types of hearing loss, to cultural and social issues faced by those with hearing loss.

All custom content is subject to approval by AG Bell. Content should be educational and not promotional in nature.

2018 RATES AND SPECIFICATIONS

<table>
<thead>
<tr>
<th>Type of Content</th>
<th>Custom Content</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>6 Months</td>
</tr>
<tr>
<td>Sponsored Content*</td>
<td>$2,625</td>
</tr>
<tr>
<td>Add Video**/Diagram</td>
<td>+ $525</td>
</tr>
<tr>
<td>Add Promo E-blast</td>
<td>$370 CPM</td>
</tr>
</tbody>
</table>

* Case studies, white papers, articles of an educational nature. AG Bell reserves the right to decline any content that does not meet this requirement.
** All videos must be captioned.

For more information regarding the custom content process or to reserve space, please contact Gary Yates at 301-919-8851 or gyates@agbell.org.
AG BELL eNEWS

Reach AG Bell members and supporters with this exciting bi-weekly e-newsletter mirroring content on the AG Bell website. Each bi-weekly issue will feature information of interest to parents and professionals as well as information about AG Bell programs, services, upcoming events and more. Rate includes a 180 x 150 pixel ad in the newsletter. Ad position may vary. Please call for more information.

$1,260 per month

ADVERTISING SALES CONTACT:

Gary Yates, Manager of Association Relations
Cell: 301-919-8851
Email: gyates@agbell.org
ADDITIONAL E-NEWSLETTERS AND ONLINE CAREER CENTER

**LSL Leading Edge**

Circulation: 1,200 | Frequency: Bi-Monthly | Open Rate: 38%

*LSL Leading Edge* is an exclusive member offering for professional members of AG Bell. Each issue focuses on current topics and trends in the field and provides comprehensive information, practical resources, member-contributed perspectives, news updates and member profiles.

Rate includes a 180 x 150 pixel ad in the newsletter.

→ $415 per year

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**AG Bell Online Career Center**

[www.agbell.org/Jobs](http://www.agbell.org/Jobs)

The premier electronic recruitment resource for educators and hearing health care providers! As employers and recruiters, you can access the most qualified talent pool with relevant work experience to fulfill your staffing needs. The right candidate is waiting for you, so don’t delay! Visit the AG Bell Online Career Center today at [http://careers.agbell.org/jobs](http://careers.agbell.org/jobs).

→ Job posting rates start at just $210

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**ADVERTISING SALES AND PRODUCTION CONTACT:**

**Gary Yates**, Manager of Association Relations

Cell: 301-919-8851

Email: gyates@agbell.org
2018 AG BELL CONVENTION

June 28 – 30, 2018
Westin Kierland Resort & Spa | Scottsdale, Arizona
www.agbellconvention.com

EXHIBIT OPPORTUNITIES
Mark your calendar and make plans to expand your business at the AG Bell Convention! This highly anticipated event takes place just once every two years, and brings together a diverse community that is committed to listening and spoken language. Your product or service will be seen by more than 1,500 families of children who are deaf and hard of hearing, adults who listen and talk and the professionals that support them.

Please contact Gary Yates at gyates@agbell.org or by phone at 301-919-8851.

Don’t miss this opportunity! Exhibit and sponsorship opportunities go fast, so call today to reserve your space and to receive a copy of the prospectus.

EVENT MARKETING E-BLASTS
Reach over 12,000 hearing health and education professionals, families and adults with hearing loss before the event by advertising in the pre-event marketing e-blasts. AG Bell sends over 20 event specific e-blasts to support the marketing and communications efforts of the event. These weekly e-blasts have an open rate of 23%. Content will include event highlights and advertising that will drive traffic to your exhibit.

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Rate/Issue</th>
</tr>
</thead>
<tbody>
<tr>
<td>180 x 150 px</td>
<td>$500</td>
</tr>
</tbody>
</table>

* Rate is net; limit two advertisers per issue.

CONVENTION PROGRAM ADS

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>4-Color</th>
<th>B&amp;W</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Size</td>
<td>$1,945</td>
<td>$1,320</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$1,230</td>
<td>$605</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$1,065</td>
<td>$440</td>
</tr>
<tr>
<td>1/6 Page</td>
<td>$900</td>
<td>$275</td>
</tr>
</tbody>
</table>

* Ad specifications are the same as Volta Voices. See page 5.
* Nonprofits receive a twenty-five percent discount on all advertisement insertions.
* Please note that the Covers 2, 3 and 4 are reserved for Platinum and Gold Sponsors.
* Advertisement placement is determined on a first-come, first-served basis.

⇒ Insertion order due: April 20, 2018
⇒ Artwork due: April 27, 2018
STAY IN TOUCH

AG BELL EXHIBIT, SPONSORSHIP AND ADVERTISING SALES
Gary Yates
Cell: 301-919-8851
Fax: 202.337.8314
Email: gyates@agbell.org

COMMUNICATIONS AND EDITORIAL
Christopher Gensch
Voice: 202.204.4668
Email: cgensch@agbell.org

TALK TO US
Toll Free: 866.337.5220
Voice: 202.337.5220

WRITE TO US
3417 Volta Place NW
Washington, D.C. 20007-2778 USA
Fax: 202.337.8314
Email: info@agbell.org

DISCOVER US
www.agbell.org