2020 MEDIA KIT

Reach thousands of families, educators and hearing health care professionals in the deaf and hard of hearing community worldwide.
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!
AG BELL: CONNECTING YOU TO YOUR CUSTOMERS WORLDWIDE

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

OUR MEMBERS:

EDUCATORS AND HEARING HEALTH CARE PROFESSIONALS:
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.

TOP FIVE AG BELL RESOURCES ACCESSED BY CONSTITUENTS

1. AG Bell Website
2. Volta Voices
3. AG Bell eNEWS
4. AG Bell Events
5. The Volta Review
VOLTA VOICES

Thousands of readers and institutional 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.

2019 EDITORIAL CALENDAR (ENGLISH AND SPANISH)

<table>
<thead>
<tr>
<th>Issue 1, January – March 2020</th>
<th>Issue 2, April – June 2020</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>New Beginnings: Hearing Well in 2020</strong></td>
<td><strong>Cradle to Career Journeys</strong></td>
</tr>
<tr>
<td>Space: January 20 / Art: February 15</td>
<td>Space: March 21 / Art: April 14</td>
</tr>
<tr>
<td>Mail Date: March 20</td>
<td>Mail Date: June 23</td>
</tr>
<tr>
<td>For Spanish-version advertisements, please add two (2) weeks to each deadline date for space and artwork.</td>
<td>For Spanish-version advertisements, please add two (2) weeks to each deadline date for space and artwork.</td>
</tr>
</tbody>
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<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Back to School</strong></td>
<td><strong>Global Communities</strong></td>
</tr>
<tr>
<td>Space: June 23 / Art: July 13</td>
<td>Space: September 22 / Art: October 12</td>
</tr>
<tr>
<td>Mail Date: September 22</td>
<td>Mail Date: December 21</td>
</tr>
<tr>
<td>For Spanish-version advertisements, please add two (2) weeks to each deadline date for space and artwork.</td>
<td>For Spanish-version advertisements, please add two (2) weeks to each deadline date for space and artwork.</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, please contact Gary Yates at 301-919-8851 or gyates@agbell.org.

NOW AVAILABLE ONLINE IN SPANISH!
Contact gyates@agbell.org for pricing information.
NON-PROFIT ADVERTISERS RECEIVE A 25% DISCOUNT!

VOLTA VOICES

2020 RATES AND SPECIFICATIONS
(ALL RATES APPLY TO SPANISH ADS ALSO)

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>4-COLOR</th>
<th>BLACK &amp; WHITE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1 issue</td>
<td>2 issues</td>
</tr>
<tr>
<td>Full Page</td>
<td>$3,323</td>
<td>$2,949</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$2,064</td>
<td>$1,905</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$1,776</td>
<td>$1,650</td>
</tr>
<tr>
<td>1/6 Page</td>
<td>$1,483</td>
<td>$1,408</td>
</tr>
<tr>
<td>Cover 2*</td>
<td>$3,708</td>
<td>$3,271</td>
</tr>
<tr>
<td>Cover 3*</td>
<td>$3,708</td>
<td>$3,271</td>
</tr>
<tr>
<td>Cover 4*</td>
<td>$3,806</td>
<td>$3,375</td>
</tr>
</tbody>
</table>

*4-color only | Saddle stitch bound, 4-color (CMYK) on a web press, 150-1pi 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.
Spanish-version ad must be provided to AG Bell already translated.

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 $475. 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.

ADVERTISING SALES AND PRODUCTION CONTACT:

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

The Volta Review

The Volta Review is now entirely available through an electronic journal platform that provides readers with a print-on-demand option. Complete issues are available online in the spring and fall, with articles published as they become available. 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>

NON-PROFIT ADVERTISERS RECEIVE A 25% DISCOUNT!
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.

Space is limited, and the best placements go quickly! Call today to finalize your schedule – Gary Yates, 301-919-8851.

2020 RATE AND SPECIFICATION

<table>
<thead>
<tr>
<th>Ad Unit</th>
<th>Dimensions</th>
<th>Content Channel</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single Banner</td>
<td>1560x330px</td>
<td>$1,195</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
- **25% 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
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.

$1,600 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: 3,600  |  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. Call for more information.

→ $600 per year

AG Bell Online Career Center
www.careers.agbell.org

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 www.careers.agbell.org.

→ Job posting rates starting at $200 for non-profits and $300 for for-profit organizations.

ADVERTISING SALES AND PRODUCTION CONTACT:

Gary Yates, Manager of Association Relations
Cell: 301-919-8851
Email: gyates@agbell.org
2020 GLOBAL LISTENING AND SPOKEN LANGUAGE (LSL) SYMPOSIUM

July 9 – 11, 2020
Baltimore, Maryland
www.agbellsymposium.com

EXHIBIT OPPORTUNITIES
Mark your calendar and make plans to expand your business at the AG Bell Global LSL Symposium! This highly anticipated event brings together a diverse, international professional community who are committed to listening and spoken language. Your product or service will be seen by more than 500 hearing and speech professionals.

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 more than 20,000 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 more than 30 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.

SYMPOSIUM 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 25% 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: May 20, 2020
→ Artwork due: June 1, 2020
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

CONNECT WITH US
@agbellassociation
@AGBellAssoc
@agbellassociation
linkedin.com/in/alexandergrahambell
youtube.com/agbellorgdeaf