



National Association for the
Education of Young Children



2025

Advertising Media Kit

We are the largest professional membership organization for early childhood educators working to promote high-quality early learning for all young children by connecting early childhood practice, policy, and research.

Elevate Your Brand

01 NAEYC Notes Circulation - **55,000+ members and subscribers**

02 NAEYC Website - **over 1.1 million views per month**

NAEYC Advertising Contact

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NAEYC Notes E-newsletter

NAEYC's signature **weekly digital e-newsletter**

highlighting the latest trends in the early childhood education field.

This e-newsletter is delivered to over **55,000 industry experts** every week.

Average Open Rate: 52%

Rates

Placement	1x	3x	5x
HEADER	\$1,819	\$1,728	\$1,638
SECTION 1	\$1,518	\$1,395	\$1,334
SECTION 2	\$1,091	\$1,032	\$970
SECTION 3	\$1,091	\$1,032	\$970

Specifications

HEADER	600x100
SECTIONS 1, 2, 3	600x200
MOBILE	600x300

File types accepted: JPG or PNG

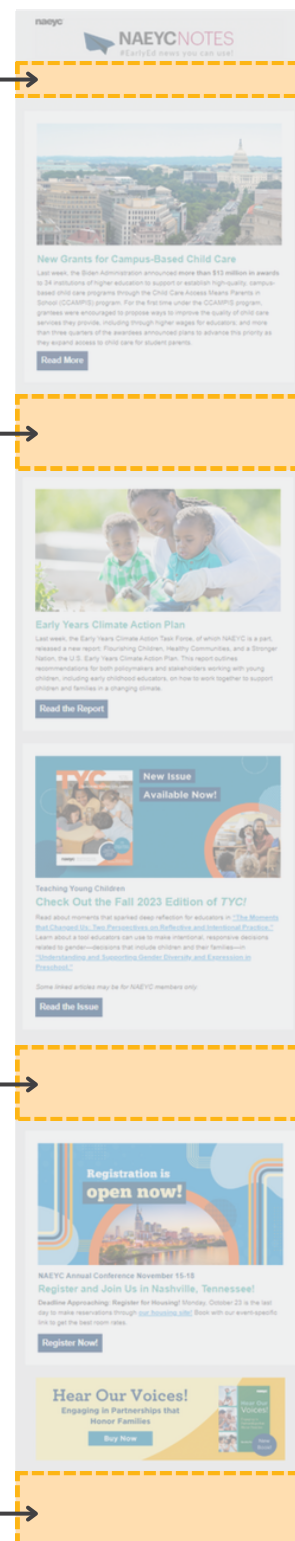
Please include one (1) URL

HEADER
600x100

SECTION 1
600x200

SECTION 2
600x200

SECTION 3
600x200



02 NAEYC Website

NAEYC.org offers compelling opportunities to engage with a range of early childhood education professionals through **member access** and **all access** pages.

Average Monthly Visitors: **1.1 million**

Impression Rates

CPM	Impressions	30 Days Cost
9.7	100,000	\$970
9	200,000	\$1,819
7.2	500,000	\$3,639

Specifications

SKYSCRAPER 300x600

SQUARE 300x250

LEADERBOARD 728x90

BANNER 468x60

MOBILE LEADERBOARD 320x50

File types accepted: JPG or PNG

Please include one (1) URL

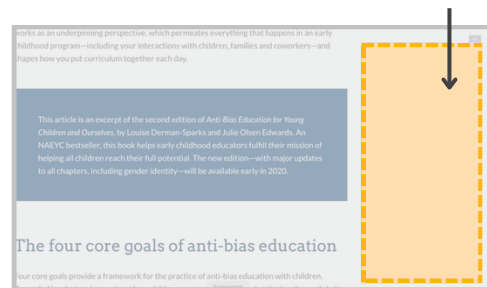


SQUARE
300x250



LEADERBOARD
728x90

SKYSCRAPER
300x600



Ads are served on **member access** and **public** pages.