



National Association for the
Education of Young Children



2026

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 - **50,000+ members and subscribers**
- 02** NAEYC Website - **over 1.1 million views per month**



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 **50,000 industry experts** every week.

Average Open Rate: 52%

Rates

Placement	1x	3x	5x
HEADER	\$2,000	\$1,900	\$1,800
SECTION 1	\$1,750	\$1,550	\$1,450
SECTION 2	\$1,200	\$1,150	\$1,050
SECTION 3	\$1,200	\$1,150	\$1,050

Specifications

HEADER 600x100

SECTIONS 1, 2, 3 600x200

File types accepted: PNG or JPG

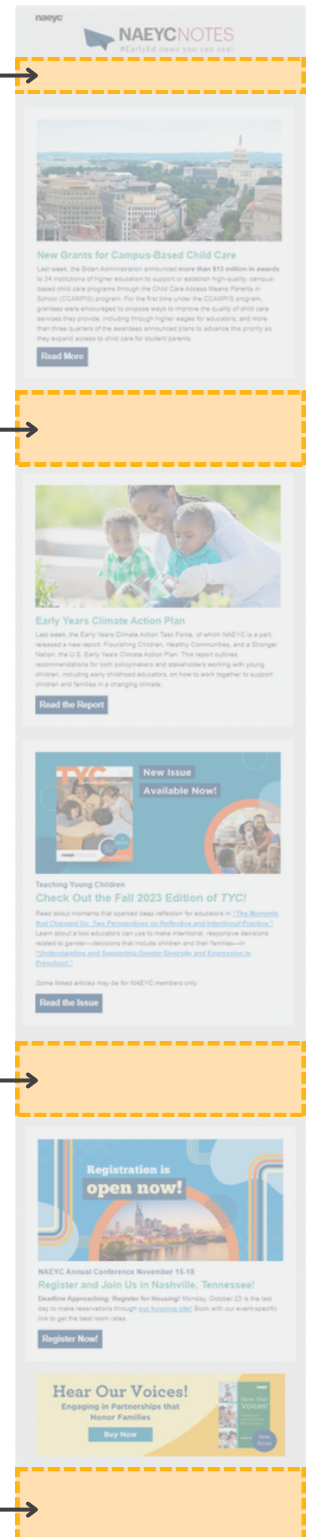
Please include one (1) URL

HEADER
600x100

SECTION 1
600x200

SECTION 2
600x200

SECTION 3
600x200





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
10.5	100,000	\$1,050
10	200,000	\$2,000
8	500,000	\$4,000

Specifications

SKYSCRAPER 300x600

SQUARE 300x250

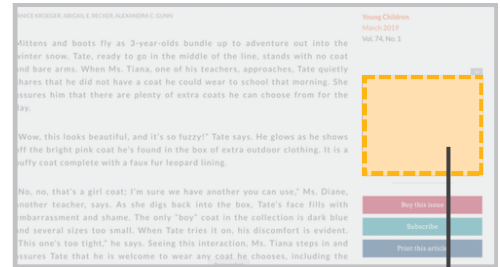
LEADERBOARD 728x90

BANNER 468x60

MOBILE LEADERBOARD 320x50

File types accepted: PNG or JPG

Please include one (1) URL

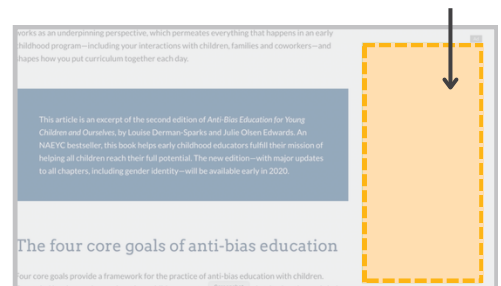


SQUARE
300x250



LEADERBOARD
728x90

SKYSCRAPER
300x600



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