



Massachusetts Association of Special Education Parent Advisory Councils

Associate Member Benefits Description

Introductions:

- **Newsletter**

When your organization becomes an Associate member, it is introduced in the newsletter. The newsletter is issued three times per year and sent to all members and councils. The introduction profiles the organization and provides full contact information. The introduction is limited to 300 words which you provide to Masspac for inclusion in the newsletter. The value for this benefit is \$120.

- **Listserve**

Your organization is introduced as an Associate member on the Masspac listserve providing subscribers a profile and full contact information. You provide Masspac the introduction and it is released to the subscribers upon approval of the Board of Directors. The value of this benefit is \$120.

- **Monday Morning Monitor**

Your organization is introduced as an Associate member on the Masspac Monday Morning Monitor which is a bi-weekly news update sent to all subscribers. You provide Masspac the introduction with contact information, and it is released to the subscribers upon approval of the Board of Directors. The value of this benefit is \$120.

Publications:

- **Monday Morning Monitor**

The Monday Morning Monitor is a biweekly Masspac news update that is sent to all listserve subscribers. Ads and announcements can be advertised in this venue up to twenty four times per year. Each ad or announcement requested for this e publication is valued at \$120 per insertion.

- **NewsWatch**

The Masspac NewsWatch newsletter is published three times per year and sent to all members and councils. The newsletter is our flagship publication since 1998. Ads, introductions and an Associate Member Feature section are included in all issues.

Feature Section

The newsletter features a standard section which highlights all Associate members. Associates are listed in each issue of the school year and readers directed to MASSPAC for more information. It is an additional point of exposure. Your organization will have already been introduced and in the newsletter and listserve. Being featured in each newsletter increases awareness of your organization and the services or products provided as well as your support of Masspac. The value of this feature is \$100 per issue with a total annual value of \$300.

Newsletter Ad-Size A

One free ad (size A in the Media Kit) is placed in the newsletter as part of your membership. The ad is included in the newsletter or the issue of your choice in the year you become an Associate. The issues are released in August, January and May. The size of **Ad A** is 2.55"W x 3"H and fits in one column of the newsletter. The value of this ad is \$120.00.

Newsletter Ad-Size B

One free ad (size B in the Media Kit) is placed in the newsletter as part of your membership. The ad is included in the newsletter or the issue of your choice in the year you become an Associate. The issues are released in August, January and May. The size of **Ad B** is 5.05"W x 3"H and fits in two columns of the newsletter. The value of this ad is \$230.

Newsletter Ad-Size D

One free ad (size D in the Media Kit) is placed in the newsletter as part of your membership. The ad is included in the newsletter or the issue of your choice in the year you become an Associate. The issues are released in August, January and May. The size of **Ad D** is 5.05"W x5"H and fits in two columns of the newsletter. It is referenced as a quarter page ad. The value of this ad is \$380.00.

Newsletter Ad-Size E

One free ad (size E in the Media Kit) is placed in the newsletter as part of your membership. The ad is included in next newsletter or the issue of your choice in the year you become an Associate. The issues are released in August, January and May. The size of **Ad E** is a half page in the newsletter. The value of this ad is \$550.00.

Newsletter Ad-Size F

One free ad (size F in the Media Kit) is placed in the newsletter as part of your membership. The ad is included in the newsletter or the issue of your choice in the year you become an Associate. The issues are released in August, January and May. The size of **Ad F** is a full page in the newsletter. The value of this ad is \$1000.00.

- **Parent's Desk Reference**

Depending on your membership level, you are entitled to one or more listings in the Parent's Desk Reference. The PDR is provided to members and councils in hard copy and on the website in a public area. The website version is not restricted. The listings available are ABA, Assistive Technology, Attorneys, Camps, Career, Education Consultants, Evaluators, Family, Financial, Private Schools, Tutors and Tutoring Programs, Therapists, Service Providers, Vocational, and Postsecondary. Additional categories can be added if your profession is not reflected. Each listing is valued at \$120.

- **Internet Listserve**

Depending on your membership level, you are entitled to postings on the listserv. You choose when you want the posting made. The postings can be for services, research studies, surveys or special events. The posting is sent to Masspac and it is released to subscribers. The value of each posting is \$120.

- **Guides and Directories**

You receive free ad space within various Masspac guides and directories depending on your level of membership. The guides and directories we publish are referenced below. Each guide or directory is published usually at the beginning of each school year. Some publications are on a biannual basis. There are different size ads for your level of benefit which range in value from \$380 to \$1000.

Video Guide on Disabilities

Advocacy & Legal Resources

PAC Directory

Parent's Desk Reference

Lending Library Directory

Parent Leadership Guide

- **PAC Directory List**

You receive the parent advisory council directory either in hard copy, as labels, or an Excel database. Use of this directory is limited to the year you are a member and cannot be used for anything other than direct mail. Turnover of PAC contacts averages 40% in any given school year. The directory becomes outdated at the end of each school year. Request for the directory is made directly through Masspac in your preferred format. The value of this directory is \$350.

Web Site Features:

- **Home Page-logo**

Depending on your level of membership, your logo is featured on the Masspac Home Page. The value of this feature is \$1000.

- **Home Page Banner Ad**

Depending on your level of membership, your organization can have a banner ad placed on the Masspac Home Page. The banner includes your logo, contact information and a direct link to your organization's website. The value of this benefit is \$3000.