



**ALTA<sup>®</sup>**

ACADEMIC LANGUAGE THERAPY ASSOCIATION

Certifying Dyslexia Professionals

## Media Kit



## Who We Are

The Academic Language Therapy Association (ALTA) is the credentialing organization which establishes, maintains, and promotes professional standards of education, practice, and conduct for Certified Academic Language Therapists, Certified Academic Language Practitioners, Instructors of Certified Academic Language Practitioners, and Qualified Instructors of Certified Academic Language Therapists and Practitioners.

### Services

- Display Advertising
- Native Advertising
- Campaign Management
- Editorial Opportunities

### Contact Us

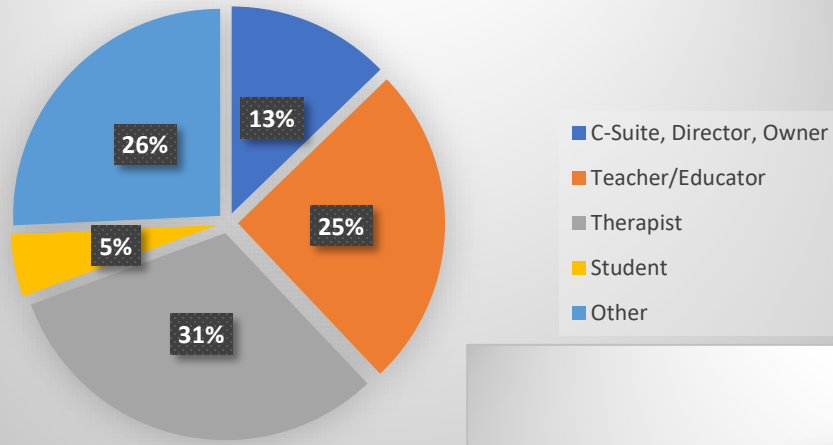
Phone: 512-488-9897

Email: [office@altaread.org](mailto:office@altaread.org)

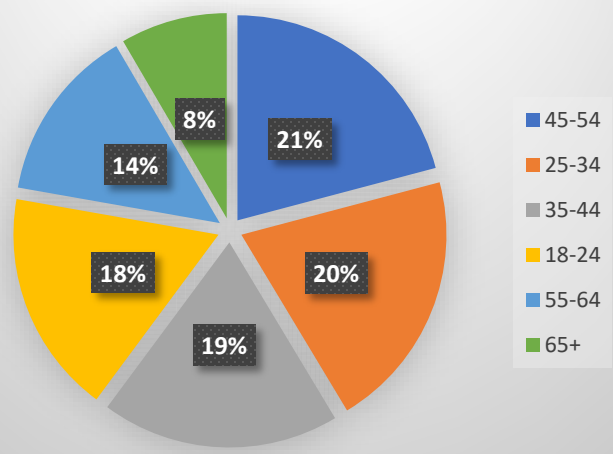
## Why Advertise with ALTA

- With over **3,500** active members, ALTA speaks to a very specific and unique target audience.
- All our members are very experienced and passionate in the field of dyslexia.
- ALTA continues to grow, with members located all over the US and across the globe
- Our users are highly engaged with the ALTA website:
  - Visit at least **2 webpages** with each session
  - The number of sessions per user is **2**
  - Average session is over **2 minutes**

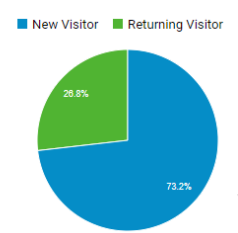
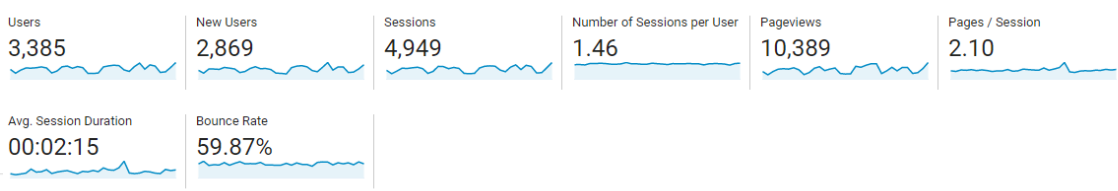
## Level of Responsibility



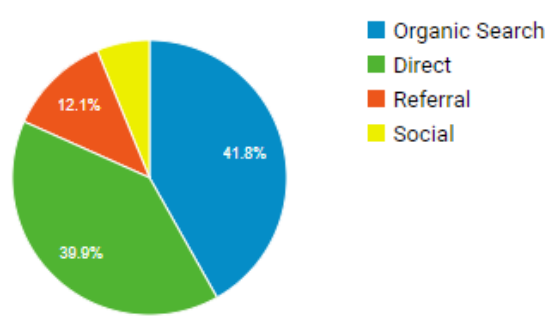
## Age



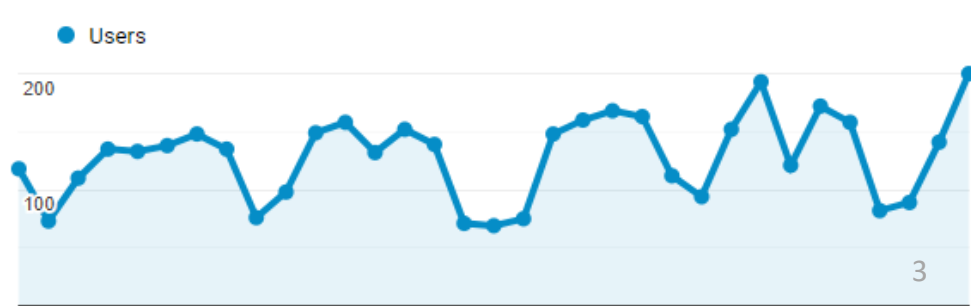
## Target Audience Reach (avg monthly)



## Top Channels



## Users



## Advertising Costs

Type (view page 5 for details)	Size	Price 1-Month	Member/ Pre-Approved Org	Price 3-Month*
Leaderboard (homepage)	728x90	\$200.00	\$170.00	\$400.00
Skyscraper (homepage)	120x600	\$150.00	\$127.50	\$300.00
Square (homepage)	125x125	\$100.00	\$85.00	\$200.00
Leaderboard (internal)	728x90	\$100.00	\$85.00	\$250.00
Skyscraper (internal)	120x600	\$100.00	\$85.00	\$200.00
Square (internal)	125x125	\$75.00	\$63.75	\$150.00

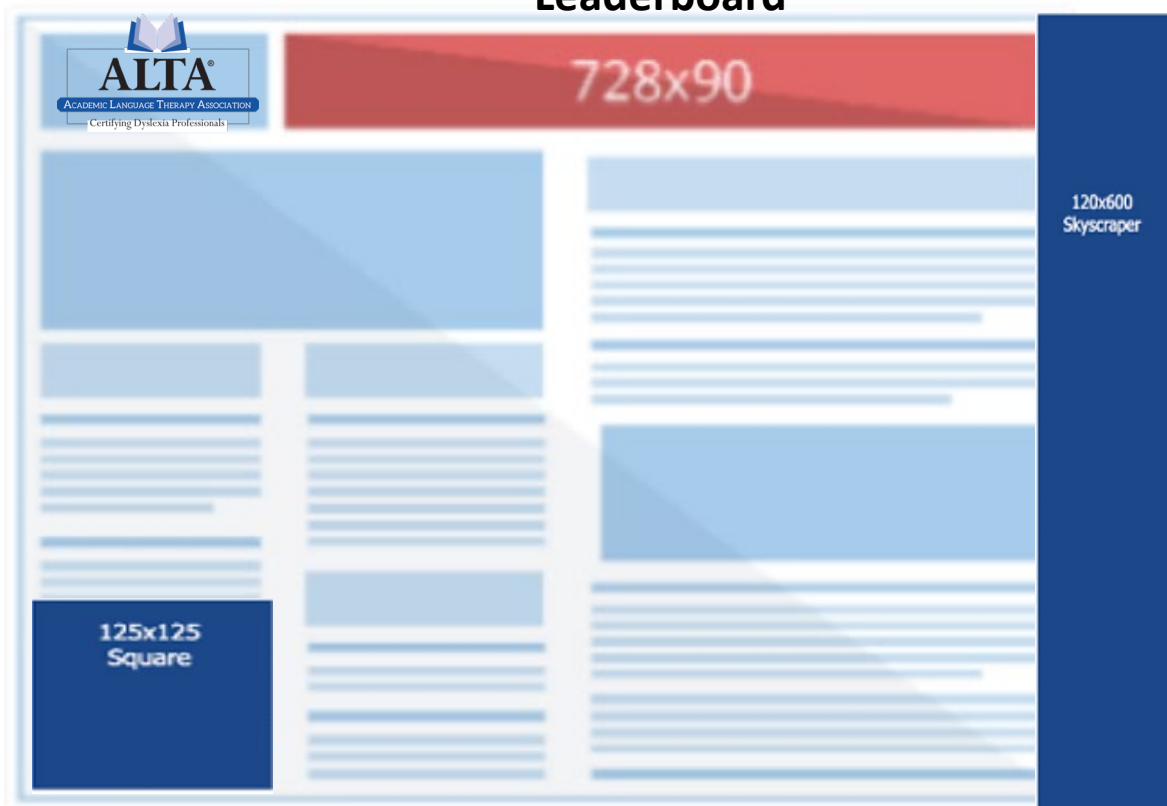
Other	Price**
Sponsored Story: <i>ALTA writes a story about advertiser's business</i>	\$500.00
Guest Blog Post: <i>Advertiser writes a post of their choice (must be approved by ALTA) &amp; can promote business</i>	\$250.00
Event Calendar Posting ( <i>details on page 6</i> ): <i>Events must be educational in nature, not training specific</i>	\$250 (member/pre-approved org)
Interview: <i>Be interviewed on a topic of advertiser's choice (must be approved by ALTA); will be promoted on ALTA's website and social media</i>	\$500

\*First-time advertisers get one month free with 3-month contract; members and pre-approved organizations get 15% off 3-month rates.

\*\*10% discount for more than one advertising

## Advertising Sizes

### Leaderboard



# Advertising Sizes

## Event Calendar Posting

512-488-9897 office@altaread.org

Login



### ALTA Calendar

Click the Title of an event to see more information, such as location, times, presenters, continuing education hours, etc.

#### List of Pre-approved Sponsoring Organizations

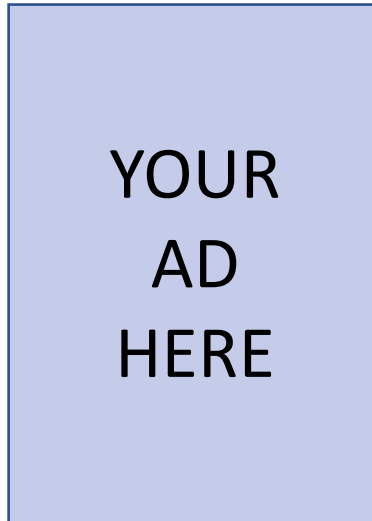
##### Sponsoring Agency Group Event Approval Form

If you are an agency or individual facilitating an event that takes the form(s) of webinars, lectures, courses, seminars, workshops, or symposia and meets the criteria as stated in the Guidelines for Sponsorship of Continuing Education, you're encouraged to apply for Group Event approval.

##### Individual Event Application Form

Many members discover continuing education opportunities that may lack pre-approval, and do not appear as Group Events on the ALTA Calendar. In these cases, members may apply for CEU credit by completing the Individual Event Application.

#### Calendar View of Events:



### Month: September 2020

Switch to List View

Week | Month | Year

< Previous Month | Today | Next Month >

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
30	31	Sep 1	2	3	4	5
Simple Steps to Using Zoom Effectively for Online Teaching						
Bright Line Min: Foundations of Positive Psychology						
Spotlight on Dyslexia						

YOUR EVENT LISTING HERE

