



Advertising and Marketing Opportunities

Association for Education and
Rehabilitation of the Blind and
Visually Impaired (AER)

5680 King Centre Drive
Suite 600
Alexandria, VA 22315
703-671-4500 or 703-671-5875
Email: michele@aerbvi.org
Website: www.aerbvi.org



TABLE OF CONTENTS

Overview

About the Association_____	Page 2
Demographics_____	Page 2

Advertising:

The AER eLearning Center_____	Page 3
The Voice_____	Page 3
Job Exchange_____	Page 3
Email Blasts_____	Page 4
Online Website Advertising_____	Page 4
2022 Annual Conference_____	Page 4

Order Form_____	Page 5
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Please contact our staff for more information and assistance:

Michele Basham
Associate Executive Director, Membership & Community Engagement
michele@aerbvi.org

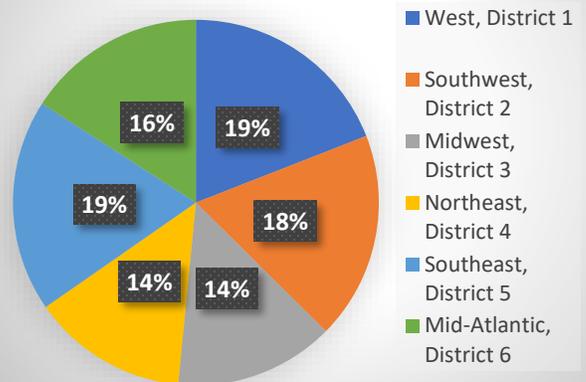


OVERVIEW

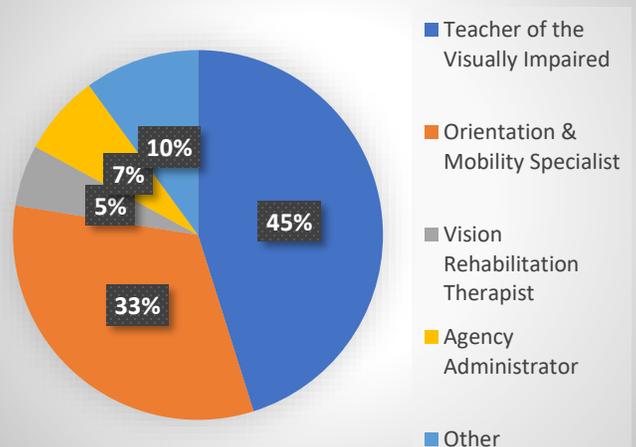
The Association for Education and Rehabilitation of the Blind and Visually Impaired (AER) is a professional membership organization dedicated exclusively to professionals who provide services to persons with vision loss. We support the professions by advocating for evidence-based practices, high quality standards, value-added resources and giving voice to issues of critical importance. We provide professional development via face-to-face conferences, virtual offerings, and publications to strengthen the knowledge, skills, and abilities of professionals within the field. AER provides networking, mentoring, connectivity, awards, and scholarships for professionals to advance excellence within the field. We ensure that persons with vision loss will have optimal gains and greater independence by giving timely, intentional, and value-added support to professionals in the field.

We can assist you with your marketing resources and will help you reach your target audience. Our members use a wide range of products and services and are looking for you!

Where Our Members Are Located



What Our Members Do





**Association for Education and
Rehabilitation of the Blind and
Visually Impaired**

THE AER eLEARNING CENTER



AER has put relevant courses at your fingertips, enabling individuals to keep abreast of new trends in the field, all while qualifying for continuing education hours! Consider being a sponsor of the month!

Corporate/Organizational Gold Level Sponsorship Rate: \$5,000

- Your logo prominently displayed on the AER e-learning website for thirty days.
- Two Blast emails.
- One month advertisement in monthly e-newsletter The Voice.
- Two complimentary AER Memberships (one year) for your staff (two staff members).

Corporate/Organizational Silver Level Sponsorship Rate: \$2,500

- Your logo prominently displayed on the AER e-learning website for thirty days.

THE VOICE

AER The Voice provides insightful articles with in-depth coverage of association activities, chapters, divisions, and it's members. The Voice is published monthly and distributed to our entire membership.

	Member Rate	Non-Member Rate
Quarter Page (vertical) - 2 Months	☐ \$800	☐ \$1,200
Quarter Page (vertical) - 4 Months	☐ \$1,500	☐ \$1,900

AER JOB EXCHANGE

The AER Job Exchange is a comprehensive online listing of job openings directed at those looking for positions that offer opportunities to provide services to or work on behalf of individuals who are blind or visually impaired. Do not miss this opportunity to get your positions in front of top candidates! Your ads will be viewed by all AER website visitors - members and those who are vision professionals in the field, through our public access.

Member Rate	Non-Member Rate
\$49 for a thirty-day posting	\$149 for a thirty-day posting
\$25 for each additional 30 days	\$75 for each additional 30 days



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Visually Impaired**

EMAIL BLASTS

Allow AER to do your heavy lifting! Our members are looking for your products and services, so allow us to send emails on your behalf. We can target divisions, districts, or other demographics. Contact us for more information.

	Member Rate	Non-Member Rate
Email Promotion - 1 Email	<input type="checkbox"/> \$650	<input type="checkbox"/> \$800
Email Promotion - 2 Emails	<input type="checkbox"/> \$1,170	<input type="checkbox"/> \$1,320
Email Promotion - 3 Emails	<input type="checkbox"/> \$1,658	<input type="checkbox"/> \$1,808

AER WEBSITE ([WWW.AERBVI.ORG](http://www.aerbvi.org))

The AER website (www.aerbvi.org) reaches the largest audience of professionals who serve those who are blind or visually impaired. Our website provides multiple portals to help individuals become more informed about resources, professionals in the field, and events occurring through the association. The AER website includes features directly geared towards year-round visibility, time-sensitive promotion, and customization. Expand upon your message by placing your business in the eyes of the community built within our profession.

	Member Rate	Non-Member Rate
Website - 1 Month	<input type="checkbox"/> \$1,000	<input type="checkbox"/> \$1,800
Website - 6 Months	<input type="checkbox"/> \$3,000	<input type="checkbox"/> \$5,200
Website - 12 Months	<input type="checkbox"/> \$5,000	<input type="checkbox"/> \$8,800

UPCOMING 2022 AER BIENNIAL CONFERENCE

The AER Biennial Conference Sponsorship is a great way to leverage your advertising dollars for an extended timeframe. Not only will you receive visibility during the conference, but you will also gain added exposure in conference promotions leading up to the event. A wide variety of options provide you with the flexibility to position your company in the most appropriate way. Select from our pre-packaged Platinum, Gold, Silver, or Bronze packages, or choose a wide selection of individualized sponsor opportunities. Our upcoming conference will be held in St. Louis, Missouri in July 2022. We will be providing you with further information soon!



Association for Education and
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AER Sponsorship and Advertising Form

Allow AER to promote your brand for you!

Please select the advertising or sponsorship options from the list below. Mark each selection with a check. Then, complete the entire form, and return it with payment (check or credit card information) via email to michele@aerbvi.org or mail to AER, 5680 King Centre Drive, Suite 600, Alexandria, VA 22315. Please check your selection(s) from the list below.

Company/Organization: _____

Contact Name: _____

Mailing Address: _____

City, ST/ ZIP: _____

E-mail: _____

Phone: _____

The AER eLearning Center - One Month Sponsorship

- Gold Level Sponsorship Rate: \$5,000
Silver Level Sponsorship Rate: \$2,500

The Voice (Monthly E-Newsletter)

- | | Member Rate | Non-Member Rate |
|------------|----------------------------------|----------------------------------|
| 2-Month Ad | <input type="checkbox"/> \$800 | <input type="checkbox"/> \$1,200 |
| 4-Month Ad | <input type="checkbox"/> \$1,500 | <input type="checkbox"/> \$1,900 |

AER Job Exchange

Visit <https://aerbvi.org/resources/career-center/job-exchange/> to download the Job Exchange form.

Email Blasts

- | | Member Rate | Non-Member Rate |
|---------|----------------------------------|----------------------------------|
| 1-Email | <input type="checkbox"/> \$650 | <input type="checkbox"/> \$800 |
| 2-Email | <input type="checkbox"/> \$1,170 | <input type="checkbox"/> \$1,320 |
| 3-Email | <input type="checkbox"/> \$1,658 | <input type="checkbox"/> \$1,808 |



Association for Education and Rehabilitation of the Blind and Visually Impaired

AER Website (www.aerbvi.org)

	Member Rate	Non-Member Rate
1 Month	<input type="checkbox"/> \$1,000	<input type="checkbox"/> \$1,800
6 Months	<input type="checkbox"/> \$3,000	<input type="checkbox"/> \$5,200
12 Months	<input type="checkbox"/> \$5,000	<input type="checkbox"/> \$8,800

Upcoming 2022 AER Biennial Conference

AER’s biennial conference will be held in St. Louis, MO in July 2022. More information on sponsorship, advertising and exhibiting will come soon!

Policies and Terms

- Association for Education and Rehabilitation of the Blind and Visually Impaired (AER) publications or programs will not knowingly accept advertisements that discriminate on the basis of ethnic group, race, religion, gender, sexual orientation, age, and/or disability.
- All advertising is subject to AER approval. AER reserves the right to reject advertising that is not in keeping with its standards and objectives.
- The advertiser agrees to indemnify AER and its publications against any and all liability, loss or expenses arising from claims of libel, unfair competition, unfair trade practices, infringement of trademarks, copyrights, trade names, patents or proprietary rights or violation of rights of privacy resulting from the publication of the advertiser’s ad.
- Requests for placement of advertising will be honored whenever possible.
- AER shall not be liable for slight changes or typographical errors that do not lessen the value of an advertisement.

Agreement and Signature

I have read and agree to abide by the requirements and regulations of the stated advertising policies and terms.

Name	Signature	Date
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Payment: Payment must be submitted in full along with this Advertising Contract.	
<input type="checkbox"/> Check made payable to AER for \$ _____ USD	
<input type="checkbox"/> Charge \$ _____ USD on: <input type="checkbox"/> Visa <input type="checkbox"/> MasterCard <input type="checkbox"/> AMEX <input type="checkbox"/> Discover	
Card Number	_____
Expiration Date	_____
Signature	_____

Keep a copy of this contract for your files and forward to: michele@aerbvi.org