ABOUT

The Association of Child Life Professionals (ACLP) serves the community of Certified Child Life Specialists (CCLs), faculty, child life assistants, and students. ACLP advances the field of child life by establishing and maintaining professional standards, enhancing the professional growth of members, fostering research, and promoting the standards of child life practice on a national and international level.

MEMBERSHIP DEMOGRAPHICS

97% female

99% hold a bachelor's degree or higher

70% work in a hospital setting

42% have 10+ years of experience

74% are between 25-49 years old

27 the number of countries members work in

ACLP AUDIENCE

325,000+ annual users

1.8 million annual page views

14,000+

6,000+

4 issues of ACLP Bulletin annually
The ACLP website is the leading source of certification and professional development content for the child life community. It is a prime location for advertisers interested in reaching the child life community.

**WEBSITE ADVERTISING**

**WEBSITE STATISTICS**

- 35,000+ UNIQUE VISITORS PER MONTH
- 150,000+ PAGE VIEWS PER MONTH
- 2.8 PAGES PER SESSION
- 00:03.07 AVG. SESSION DURATION

**WEBSITE ADVERTISING OPTIONS**

<table>
<thead>
<tr>
<th>Placement</th>
<th>Specs</th>
<th>1 Month Rate</th>
<th>3 Month Rate</th>
<th>6 Month Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Home Page Banner Ad</td>
<td>728 x 90</td>
<td>$500</td>
<td>$400</td>
<td>$300</td>
</tr>
<tr>
<td>Interior Page Banner Ad</td>
<td>728 x 90</td>
<td>$300</td>
<td>$200</td>
<td>$100</td>
</tr>
</tbody>
</table>

To learn more about website advertising, click here. To secure space, please contact advertising@childlife.org.
EMAIL ADVERTISING

ACLP offers three email advertising opportunities. Each e-newsletter has a unique purpose and readership.

TYPES OF ACLP EMAILS

<table>
<thead>
<tr>
<th>ACLP NOTES</th>
<th>CCLS CONNECTION</th>
<th>ACLP MONTHLY</th>
</tr>
</thead>
<tbody>
<tr>
<td>5,500 subscribers</td>
<td>6,200 subscribers</td>
<td>5,500 subscribers</td>
</tr>
<tr>
<td>2xs per month</td>
<td>3xs per year: April, July, November</td>
<td>1x per month</td>
</tr>
<tr>
<td>ACLP members only</td>
<td>ACLP members &amp; non-member CCLSs</td>
<td>ACLP members</td>
</tr>
<tr>
<td>ACLP updates &amp; events</td>
<td>Child life certification updates</td>
<td>Child life research</td>
</tr>
</tbody>
</table>

EMAIL ADVERTISING RATES

<table>
<thead>
<tr>
<th>Placement</th>
<th>Specs</th>
<th>1 Month Rate</th>
<th>3 Month Rate</th>
<th>6 Month Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACLP Monthly</td>
<td>728 x 90</td>
<td>$500</td>
<td>$400</td>
<td>$300</td>
</tr>
<tr>
<td>CCLS Connection</td>
<td>728 x 90</td>
<td>$600</td>
<td>$500</td>
<td>$400</td>
</tr>
<tr>
<td>ACLP Notes</td>
<td>728 x 90</td>
<td>$500</td>
<td>$400</td>
<td>$300</td>
</tr>
</tbody>
</table>

To learn more about email advertising, click here. To secure space, please contact advertising@childlife.org.
WEBINAR SPONSORSHIP

ACLP webinars offer the perfect opportunity to support quality online education to child life specialists, as well as the promotion of your organization.

WEBINAR SPONSOR BENEFITS

Sponsor will be recognized at the beginning of the webinar through a video or PowerPoint slide that the ACLP moderator will present.

Sponsor can provide a video or handout that attendees must view before earning their certificate.

Sponsor logo, name, and link included in all ACLP marketing for webinar:
- Listed as a part of the webinar page on ACLP online learning website. This listing will remain online for 5 years.
- ACLP Notes (marketing emails)
- Social media posts
- ACLP Blog post

ACLP will send one email on behalf of the sponsor to all webinar registrants.

Cost: $500 per webinar sponsorship

To learn more about webinar sponsorships, click here. To sponsor a webinar, please contact advertising@childlife.org.
ADCERIAL IN ACLP BLOG

ACLP curates bi-weekly blog posts related to current events, evidence-based research, best practices and more to be the preeminent thought leader for the child life profession.

ADCERIAL OPTIONS

Sponsor an ACLP Blog post
Sponsorship includes:
- Banner advertisement at the top of the blog post
- Name, logo, and link inclusion and recognition on all marketing for the blog post (email, social media, etc.)

Write your own advertorial to be published on the ACLP Blog
Writing an advertorial includes:
- One full-length published blog post
- Blog post will remain on ACLP blog website indefinitely
- Name, logo, and link inclusion and recognition on all marketing for the blog post (email, social media, etc.)

Cost: $500 per advertorial

To learn more about advertorials, click here. To publish an advertorial, please contact advertising@childlife.org.
ACLP Bulletin is a quarterly digital publication for ACLP members. This professional resource focuses on the unique knowledge and skills of the child life community. To view the latest issue, click here.

ACLP Bulletin Advertising

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ACLP Bulletin Statistics

5,500 Child Life Readers

4 Issues Per Year

40+ Pages of Content Per Issue

Advertising Options

<table>
<thead>
<tr>
<th>Placement</th>
<th>Ad Dimensions</th>
<th>1x Rate</th>
<th>4x Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>Bleed: 8.75”w x 11.25”h</td>
<td>$800</td>
<td>$700</td>
</tr>
<tr>
<td></td>
<td>No Bleed: 7.5”w x 10”h</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Half Page</td>
<td>Horizontal: 7.5”w x 4.75”h</td>
<td>$700</td>
<td>$600</td>
</tr>
<tr>
<td></td>
<td>Vertical: 3.5”w x 9.25”h</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Quarter Page</td>
<td>3.5”w x 4.75”h</td>
<td>$450</td>
<td>$300</td>
</tr>
</tbody>
</table>

To learn more about ACLP Bulletin advertising, click here. To secure space, please contact advertising@childlife.org.
ACLP POSTAL MAILING LIST

Get directly in the hands of the child life community through the use of the ACLP Mailing List Program. ACLP offers mailing lists with postal mailing addresses based on the audience of your selection. The mailing list comes in an easy-to-use Excel spreadsheet.

ACLP MAILING LIST OPTIONS

<table>
<thead>
<tr>
<th>List</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Child Life Specialists in ACLP</td>
<td>$1,300</td>
</tr>
<tr>
<td>Database (members &amp; non-members)</td>
<td></td>
</tr>
<tr>
<td>ACLP Members</td>
<td>$1,000</td>
</tr>
<tr>
<td>ACLP Program Leaders</td>
<td>$650</td>
</tr>
<tr>
<td>Regional Lists (each)</td>
<td>$500</td>
</tr>
<tr>
<td>Students</td>
<td>$500</td>
</tr>
<tr>
<td>Custom</td>
<td>Email for details</td>
</tr>
</tbody>
</table>

To learn more about the mailing list process, click here. To purchase a mailing list, please contact advertising@childlife.org.
Showcase your products and services in front of an enthusiastic crowd of child life specialists and affiliated healthcare and child development professionals. Each year, conference attendees look forward to learning about innovative products and services they can use to make a difference in the lives of the children and families they serve.

**Child Life Conference Statistics**

1,000+ Conference Attendees

Hybrid Live and Virtual Sessions

30+ Speakers & Presenters

**Child Life Conference Options**

**Exhibitor**
There are Virtual Exhibit Hall and In-Person Exhibit Hall options. Booth space is limited, reserve your space today! A base exhibit package will be available for purchase, along with several opportunities to customize the virtual or in-person exhibit space to support each exhibitor's individual goals.

**Sponsor**
ACLP offers a wide variety of sponsorship opportunities to help you increase awareness of your brand, establish new connections, and broaden existing relationships with key stakeholders in the child life community. Your financial support allows ACLP to provide conference attendees with professional development of the highest quality.

To learn more about the child life conference, click here. To be a conference exhibitor or sponsor, please contact advertising@childlife.org.