



Enhance Your Reach.

Expand Your Audience. Engage with ECE Professionals.



WHO WE ARE:

Child Care Aware® of America (CCAoA) is your access to a network of highly qualified early childhood education professionals, thought leaders, peers and resources

Founded in 1987, CCAoA is the leading nonprofit organization partnering with early childhood education (ECE) professionals. We specialize in research and data, thought leadership, advocacy, networking and more for the child care community. In addition, CCAoA is proud to partner with the United States Military and Department of Defense to serve and support military families with their child care needs.

We are your connection to an audience of ECE professionals and to the national conversation around child care system challenges and the strategies to overcome them. With a vibrant national network of state and local Child Care Resource and Referral agencies, CCAoA is at the forefront of the national movement to re-envision the child care system that supports children's growth, development and educational advancement and creates a positive economic impact for families and communities.

Let us help you:

- Share your company's story
 - Build and expand your pipeline
 - Generate leads
 - Amplify your brand recognition and reach
 - Showcase your products and services
-

Contact Us

Rates & Information

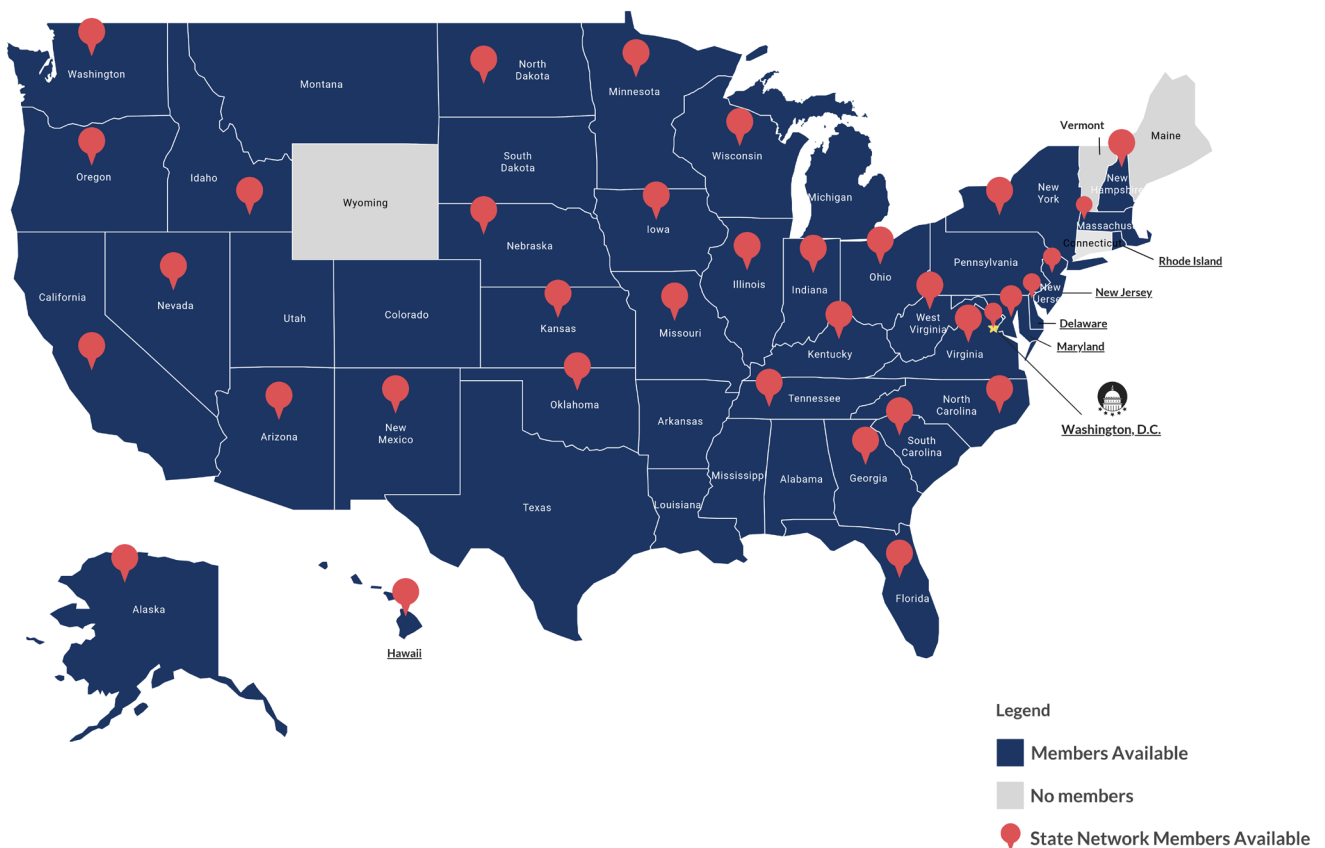
To learn more about how CCAoA can help your organization reach and engage with ECE professionals, contact us today!

Visit childcareaware.org/advertise

MEMBERSHIP PROFILE

Effective, fair and equitable practices result in a culture that understands and addresses inequities across the child care system. CCAoA gives the ECE community access to thought leadership, carefully curated educational materials, and a platform to engage with peers and professionals from across the nation.

The national leadership of Child Care Aware of America, in collaboration with the state and local leadership of our members, has a collective impact on children, families and communities. Through engagement and support for our membership, CCAoA has reach and influence, convening approximately 4,000 members and a network of nearly 450 Child Care Resources and Referral agencies (CCR&Rs) representing 47 states, the District of Columbia and Puerto Rico, with statewide coordination provided by State Networks in 34 states.



Let us empower your organization to attract, motivate, inspire and engage ECE professionals and industry leaders, children and families, and communities as never before.

Our Reach includes:

CCR&Rs	<p>Child Care Resource and Referral agencies (CCR&Rs) serve as resource hubs for families, child care professionals and communities. CCR&Rs increase access to high-quality, affordable child care by providing many different services, depending on where an individual lives, including:</p> <ul style="list-style-type: none">• Helping families find child care.• Providing support, education and resources to child care providers.• Gathering research on child care needs and trends to inform community members and policy makers.
Early Childhood Educators/Providers	<p>An organization or individual that provides early care and education services in the following settings:</p> <ul style="list-style-type: none">• Family Child Care Homes• Child Care Centers• Family, Friend and Neighbor Care• Preschool Programs• Pre-Kindergarten Programs• Public/Private School-Age Programs• Faith-Based Centers
Families	<p>A group of one or more parent/guardian and their children living together as a unit. The parent/guardian works closely with CCR&Rs and Early Childhood Educators/Providers to ensure children are supported in their development, school readiness and well-being in the children's early years.</p>
Employers	<p>An Individual or an organization in the government, private, nonprofit, or business sector that provides:</p> <ul style="list-style-type: none">• Products and/or services in support of the child care industry.• Child care benefits to their workforce through employer initiatives and direct service programs.

DIGITAL

Monthly General E-Newsletter

Subscribers depend on timely, well-written articles that allow them to stay informed on the latest news and developments in the child care field. Each monthly e-newsletter includes:



Policy and Advocacy (Subscribers: 3,870)

Learn what CCAoA is doing to further federal support for the child care system and how you can get involved.



Health and Wellness (Subscribers: 611)

Get the latest health information and requirements for the child care field.



Emergency Preparedness (Subscribers: 1,642)

Find tips and tricks on how to prepare for disasters and emergencies.



Industry News (Subscribers: 58,705)

Receive informative articles, blogs and resources from the child care and early childhood education community.

Average Open Rate: 31%

Average Click-Through Rate: 9%

Your organization can sponsor our e-newsletter and receive a 50-word mention in the e-newsletter or can submit an article for our audience.

Benefits

Positioning: CCAoA lends legitimacy to your brand

Frequency: 12 e-newsletters sent per year

Timeliness: With a monthly distribution, your content hits the market quickly and regularly.

Audience

CCAoA distributes to decision makers and leaders in ECE, so your content is in front of exactly who you want to reach.

Specifications

Option 1	Option 2
<ul style="list-style-type: none"> • 50-character headline • 50-word paragraph (maximum) • Call-to-action with hyperlink • Company logo or image (270 pixels wide) 	<ul style="list-style-type: none"> • Static Block Ad • 250x250 pixels

[View on your browser](#)



[View on your browser](#)





Catalyzing Growth:
Using Data to Change Child Care

Child Care Aware® of America (CCAoA) is excited to announce our new report series: **Catalyzing Growth: Using Data to Change Child Care**. Over the next few months, we will be releasing a series of reports covering child care supply, quality, and affordability, as well as perspectives from key stakeholders, such as parents and child care providers.

Our first release, the *Annual Child Care Landscape Analysis: 2021 Supply and Quality Trends*, features updated information that we gathered from Child Care Resource and Referral agencies (CCR&Rs) in our annual survey. You can use our interactive map to view state-level data points such as:

- Number of child care programs by type
- Total licensed capacity by child care program type
- Number of programs participating in Quality Rating and Improvement Systems (QRIS)
- Total number of child care referrals given by CCR&Rs

The *Annual Child Care Landscape Analysis* also features longitudinal data on the number of child care centers and family child care (FCC) homes open in 2019, 2020 and 2021, which shows how child care supply has changed over the course of the COVID-19 pandemic.

[Explore Now](#)



ECE Coalition Statement

movement on a reconciliation package framework that excludes any funding and early learning, 24 prominent national organizations issued a statement congressional leaders to reverse course and provide funding to address er-worsening child care crisis.

ment

Advocacy Resources

Congress is leaving child care behind

DIGITAL

Monthly Membership E-Newsletter

Advertise to a niche audience within the ECE space. Your ad highlighting your product/services will reach decision makers in a focused, targeted way.



Average Open Rate: 35%

Average Click-Through Rate: 15%

Benefits

Positioning: Your product/services shine in a targeted niche campaign

Frequency: 11 e-newsletters sent per year

Audience

Target your message for our membership. All Individual and Organizational members receive this exclusive e-newsletter.

Specifications

Option 1	Option 2
<ul style="list-style-type: none">• 50-character headline• 50-words paragraph (maximum)• Call-to-Action with hyperlink• Company logo or image (270 pixels wide)	<ul style="list-style-type: none">• Static Block Ad• 250x250 pixels

Digital Advertising

COMING SOON

With more than 1.7 million unique visitors to our website annually, you'll receive tangible value by advertising with us. Digital advertising allows you to create momentum around new services, branding and lead generation, with the right messaging and links to lead capture pages.

SPONSORED CONTENT

Webinars

Find out why brands love the benefits of webinar sponsorships with CCAoA. One of our most popular member and non-member resources, sponsored webinars deliver timely, real-world content created for ECE professionals that addresses current issues and best practices that support the overall well-being of children and the child care system.

Marketing



Inclusion of your organization's logo in CCAoA's webinar promotion email(s) to a highly engaged target audience of ECE professionals



Inclusion of your organization name/logo on website promotions



Exposure in social media post(s)

Benefits

- Align your brand with the CCAoA brand
- Recognition on recorded webinars



THE TOP WEBINAR IN 2021
HAD MORE THAN 6,000 LIVE PARTICIPANTS

SPONSORED CONTENT

Blogs

Interested in boosting clientele and driving sales while reinforcing your brand? Sponsoring a CCAoA blog is a great way to strengthen that personal connection with your customers by supporting topics important to the ECE space. Sample topic categories include:



Best Practices



Family and Community Engagement



Brain Building Tips



Health & Safety



Data & Research



Food Insecurities

Marketing



Inclusion of your organization name/logo on blog



Inclusion of your organization name/logo on e-newsletter communication(s)



Exposure in social media post(s)

Benefits

- Align your brand with the CCAoA brand
- Your company logo on the blog landing page

Specifications

Copy box will contain a headline, body copy (50-word max) with a CTA with hyperlink



OUR BLOGS HAVE NEARLY 10,000 VIEWS PER MONTH!

PROVIDER APPRECIATION DAY® SPONSORSHIP

Provider Appreciation Day is the premier event celebrating our nation's child care providers. Just as we thank and appreciate first responders and health professionals, showing gratitude for child care providers acknowledges the hard work and dedication of this workforce to caring for young children.

Provider Appreciation Day, while celebrated the Friday before Mother's Day, isn't just a single day – it's a movement. Every year, Child Care Aware of America leads this celebration over a 6-month period, engaging with families and community leaders to take the opportunity to say thank for to this often underappreciated workforce.

As a sponsor, you will have access to a highly targeted segment of the population, including families who rely on child care, community leaders, and advocates. This highly-engaged group cuts across all 50 states, and has a deep investment in their local community.

To learn more about Provider Appreciation Day visit providerappreciationday.org.

Marketing



Inclusion of your organization name/logo on event microsite



Inclusion of your organization's logo on event promotion email(s)



Exposure in social media post(s), including video message on the day of celebration and video gallery

Benefits

- **Positioning:** Align your brand with CCAoA and celebrate Child Care Providers
- **Frequency:** Up to 4-6 months in current campaign window

Audience

Child Care Providers and exposure to new audiences, including but not limited to community-based organizations, business leaders and more.



CONTACT US

Rates & Information

To learn more about how CCAoA can help your organization reach and engage with ECE professionals, contact us today!



VISIT [CHILDCAREAWARE.ORG/ADVERTISE](https://childcareaware.org/advertise)