



Enhance Your Reach

Expand Your Audience. Engage with ECE Professionals.



Who Are We

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

[General E-Newsletter](#) | [Membership E-Newsletter](#) | [Webinars](#) | [Blogs](#)

DIGITAL

General E-Newsletter (Monthly)

Audience

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

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

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

Health and Wellness

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

Emergency Preparedness

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

Industry News

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

Average Open Rate: 14%

Average Click-Through Rate: 13%

General Newsletter Subscribers: **55,911**

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.

DIGITAL

Membership E-Newsletter (Monthly)

Audience

Target your message to our member-exclusive community, a niche audience within the ECE space. This is an opportunity to learn more about our Individual and Organizational members across the nation.

CCAoA's annual members depend on this newsletter to stay informed on the latest news, professional development opportunities, unique networking events and member exclusive benefits.

Average Open Rate: 19%

Average Click-Through Rate: 15%

CCAoA Members: 966

Benefits

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

Frequency: 11 e-newsletters sent per year

SPONSORED CONTENT

Webinars

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.

Benefits

- ★ Engage directly with target audience of ECE professionals
- ★ Inclusion of your organization's logo in CCAoA's webinar promotion email(s)
- ★ Inclusion of your organization name/logo on website promotions
- ★ Exposure in social media post(s)

2023 WEBINAR ENGAGEMENT:

16,409



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

Benefits

- ★ 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)
- ★ Increase your brand's visibility and awareness
- ★ Increase traffic and sales

OUR BLOGS HAVE *nearly 10,000 views per month*



RATES & INFORMATION

Contact Us

To learn more about how CCAoA can help your organization reach and engage with ECE professionals, get pricing information, or access event sponsorship opportunities, please either fill out [this form](#) or contact us directly at partnerships@usa.childcareaware.org today!

Visit childcareaware.org/advertise

