



ASSOCIATION OF
**Child Life
Professionals**



Media Kit

www.childlife.org

ABOUT

The Association of Child Life Professionals (ACLP) serves the community of Certified Child Life Specialists (CCLSs), 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

70% work in a hospital setting

99% hold a bachelor's degree or higher

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

WEBSITE ADVERTISING

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 STATISTICS

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

WEBSITE ADVERTISING OPTIONS

Placement	Specs	1 Month Rate	3 Month Rate	6 Month Rate
Home Page Banner Ad	728 x 90	\$500	\$400	\$300
Interior Page Banner Ad	728 x 90	\$300	\$200	\$100

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

ACLP NOTES

5,500 subscribers
 2xs per month
 ACLP members only
 ACLP updates & events

CCLS CONNECTION

6,200 subscribers
 3xs per year: April, July, November
 ACLP members & non-member CCLSs
 Child life certification updates

ACLP MONTHLY

5,500 subscribers
 1x per month
 ACLP members
 Child life research

EMAIL ADVERTISING RATES

Placement	Specs	1 Month Rate	3 Month Rate	6 Month Rate
ACLP Monthly	728 x 90	\$500	\$400	\$300
CCLS Connection	728 x 90	\$600	\$500	\$400
ACLP Notes	728 x 90	\$500	\$400	\$300

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

ADVERTORIAL 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.

ADVERTORIAL 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

ACLP BULLETIN ADVERTISING

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 STATISTICS

5,500

CHILD LIFE
 READERS

4

ISSUES PER YEAR

40+

PAGES OF
 CONTENT PER
 ISSUE

ADVERTISING OPTIONS

Placement	Ad Dimensions	1x Rate	4x Rate
Full Page	Bleed: 8.75"w x 11.25"h No Bleed: 7.5"w x 10"h	\$800	\$700
Half Page	Horizontal: 7.5"w x 4.75"h Vertical: 3.5"w x 9.25"h	\$700	\$600
Quarter Page	3.5"w x 4.75"h	\$450	\$300

To learn more about ACLP Bulletin advertising, [click here](#). To secure space, please contact advertising@childlife.org.

ACL P O S T A L M A I L I N G L I S T

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.

ACL P M A I L I N G L I S T O P T I O N S

List	Price
All Child Life Specialists in ACLP Database (members & non-members)	\$1,300
ACLP Members	\$1,000
ACLP Program Leaders	\$650
Regional Lists (each)	\$500
Students	\$500
Custom	Email for details

To learn more about the mailing list process, [click here](#). To purchase a mailing list, please contact advertising@childlife.org.

CHILD LIFE CONFERENCE

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.