



# SHAPING THE FUTURE OF CHILD WELFARE (for over 100 years)

You're committed to lifting up children and families.

We're passionate about linking our network with tools and resources that help communities thrive.

With **CWLA advertising** you can:

- effortlessly connect with our alliance of thousands of child-serving professionals
- effect change that matters for those who need it most



# CWLA ADVERTISING

## Newsletter Sponsorship

CWLA's signature e-newsletter, The Networker, reaches an audience of over 20,000 readers across the country.

An exciting newsletter redesign will allow space for one Supporter Spotlight per monthly issue. The Supporter Spotlight will feature a large format box ad, with a paragraph of copy highlighting the organization's efforts in the field. Creative will be co-designed with CWLA to achieve seamless integration into the email.



**One Spotlight - \$1,800**

**Two Spotlights - \$3,250**

**Three Spotlights - \$4,600**

**Questions?**

**Contact [RReed@cwla.org](mailto:RReed@cwla.org)**

# CWLA ADVERTISING

## Website Banner Package

CWLA's website acts as a resource hub and political action center for professionals looking to enhance child well-being. Website banners promote your services alongside CWLA's other trusted recommendations for the field.

This package includes a horizontal format banner at the footer of the page, run-of-site, along with a vertical format banner on the left side of select interior pages. Availability is limited with only 10 packages offered per year.



**468p x 60p**  
**120p x 230p**

**\$2,650 for the year**

**Questions?**

**Contact [RReed@cwla.org](mailto:RReed@cwla.org)**

# **CWLA** ADVERTISING

## · **Universal Reach**

Maximize your impact by combining a Website Banner Package and Newsletter Sponsorship into one effortless marketing strategy.

Stay top of mind for everyone who consumes CWLA content by running multiple campaigns simultaneously.

**Website Banner  
+  
Two Spotlights**

**only \$5,200 –  
a \$700 savings!**



**CWLA also offers advertising in our print publications!  
Contact [MSaulsbury@cwla.org](mailto:MSaulsbury@cwla.org) for details.**