

naeyc[®] National Association for the Education of Young Children

The largest professional membership organization for early childhood educators working to promote high-quality early learning for all young children by connecting early childhood practice, policy, and research.



Market your **brand, products, and website** to thousands of early childhood professionals!

2025 Digital Media Kit

NAEYC Notes E-newsletter

NAEYC's signature **weekly digital e-newsletter** highlighting the latest trends in the early childhood education field.

This e-newsletter is delivered to over **70,000 industry experts** every Thursday.

Average Open Rate: 52%


NAEYC Notes Rates

<u>Placement</u>	<u>1x</u>	<u>3x</u>	<u>5x</u>
Header	\$1,819	\$1,728	\$1,638
Section 1	\$1,518	\$1,395	\$1,334
Section 2	\$1,091	\$1,032	\$970
Section 3	\$1,091	\$1,032	\$970


NAEYC Notes Specifications

Header	800x100
Sections 1, 2, 3	800x200
Mobile Devices	600x300

File types accepted: JPG or PNG
Please include one (1) URL


NAEYCNOTES
#EarlyEd news you can use!

Header 800x100




New Grants for Campus-Based Child Care

Last week, the Biden Administration announced more than \$13 million in awards to 24 institutions of higher education to support or establish high-quality, campus-based child care programs through the Child Care Access Means Parents in School (CCAMPIS) program. For the first time under the CCAMPIS program, grantees were encouraged to propose ways to improve the quality of child care services they provide, including through higher wages for educators, and more than three quarters of the awardees announced plans to advance this priority as they expand access to child care for student parents.

[Read More](#)


Section 1 800x200



Early Years Climate Action Plan

Last week, the Early Years Climate Action Task Force, of which NAEYC is a part, released a new report: Flourishing Children, Healthy Communities, and a Stronger Nation, the U.S. Early Years Climate Action Plan. This report outlines recommendations for both policymakers and stakeholders working with young children, including early childhood educators, on how to work together to support children and families in a changing climate.

[Read the Report](#)



Teaching Young Children


Check Out the Fall 2023 Edition of TYC!

Read about moments that sparked deep reflection for educators in "The Moments that Changed Us... Two Perspectives on Reflective and Intentional Practice." Learn about a tool educators can use to make intentional, responsive decisions related to gender—decisions that include children and their families—in "Understanding and Supporting Gender Diversity and Expression in Preschool."

Some linked articles may be for NAEYC members only.

[Read the Issue](#)

Section 2 800x200




NAEYC Annual Conference November 15-18

Register and Join Us in Nashville, Tennessee!

Deadline Approaching: Register for Housing! Monday, October 23 is the last day to make reservations through [our housing site!](#) Book with our event-specific link to get the best room rates.

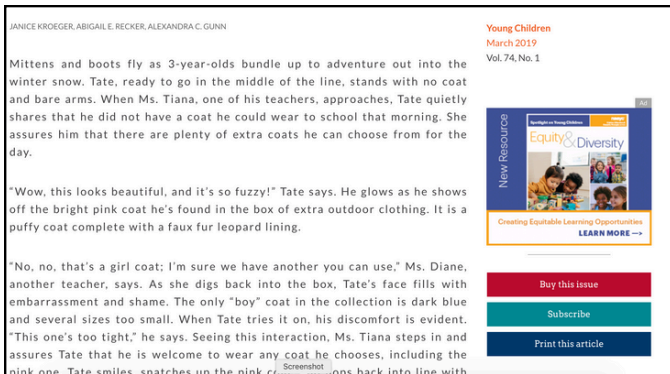
[Register Now!](#)



Section 3 800x200

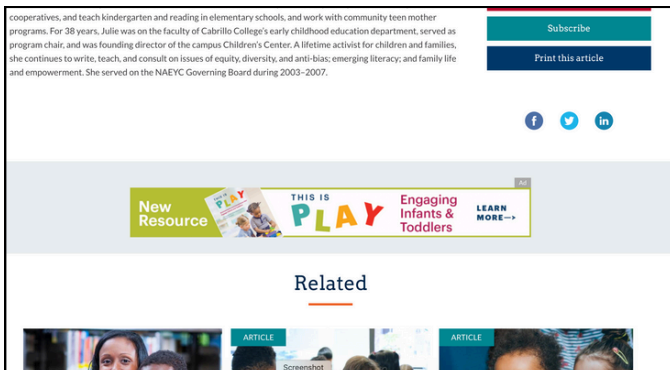
NAEYC Website

NAEYC brings an audience of more than 1.1 million visitors monthly and 780k unique page visits.



Website Impressions Rates

CPM	Impressions	30 Days Cost
7.5	100,000	\$970
5	200,000	\$1,819
4	500,000	\$3,639



Web Ads Specifications

Skyscraper	300x600
Square	300x250
Leaderboard	728x90
Banner	468x60
Mobile Leaderboard	320x50

File types accepted: JPG or PNG
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works as an underpinning perspective, which permeates everything that happens in an early childhood program—including your interactions with children, families and coworkers—and shapes how you put curriculum together each day.

This article is an excerpt of the second edition of *Anti-Bias Education for Young Children and Ourselves*, by Louise Derman-Sparks and Julie Olsen Edwards. An NAEYC bestseller, this book helps early childhood educators fulfill their mission of helping all children reach their full potential. The new edition—with major updates to all chapters, including gender identity—will be available early in 2020.

The four core goals of anti-bias education

Four core goals provide a framework for the practice of anti-bias education with children. Grounded in what we know about how children construct attitudes, the goals help



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