

Closing The Gap

Advertising Opportunities

Expand your reach, generate new leads and grow sales.

closingthegap.com

Closing The Gap

About Us

Sharing the latest in AT since 1982





Our audience

Speech-Language Pathologists, Assistive Technology Professionals, Teachers, Occupational Therapists, Manufacturers, Parents, Consumers, Students, Consultants, Physical Therapists, Rehab Professionals, Administrators, University Instructors and more!



Newsletter

Our audience is looking for the latest information in assistive technology. Each month we share our newsletter to 20,000+ contacts.



Featured Product

Each month we feature one product or service in each of the following categories: Cognitive, Hearing, Learning, Physical, Speech, Vision



Sponsored Webinar

On-demand webinars are featured on our homepage for one month and then are added to our free sponsored webinar archives.



Resource Directory

Our online Resource Directory is made up of over 1,200 products. Become a producer and submit your products today!

**Get in front
of the right
audience.
Explore how.**

FEATURED

Closing The Gap

PRODUCT OF THE MONTH

What's Included?

Featured on homepage

Your product/service will be listed on CTG homepage for one month

Social Media

Your product/service will be included in social media posts highlighting all featured products that month. As well as have 3 posts

Email Blast (20,000+ contacts)

An email blast is sent to 20,000 contacts highlighting the featured products of the month.

Front Page Report

We will create a dedicated Front Page Report feature including information about your product or service. This webpage will be archived for one year in our 'News' tab in our main menu.

See next page for examples →

Each month we feature one product or service in each of the following categories:

- Cognitive
- Hearing
- Learning
- Physical
- Speech
- Vision

Pricing:

\$650 per listing

Featured Product of the Month must be reserved at least one month in advance of publish date.

Featured Product Availability:

closingthegap.com/featured-product-availability/

Questions?

Callie Kriechbaum - Sales Manager
callie@closingthegap.com
507-248-3294 ext 0

FEATURED PRODUCT

PROSLATE 10D



closingthegap.com/frontpagereport

SOCIAL MEDIA

Design made easy.

Our team will create social media posts to share for your product.

HOMEPAGE FEATURE

The featured products will appear on the homepage and link to your full product feature.



Cognitive



PRODUCT NAME

By: Company Name



FRONT PAGE REPORT

We will create a dedicated Front Page Report feature including information about your product or service.

Closing The Gap **Front Page Report**

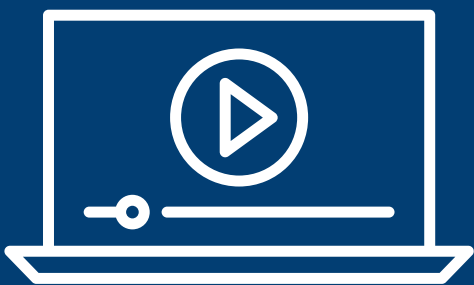
SPONSORED WEBINAR



Expand your reach, generate new leads and grow sales. Webinars are pre-recorded and added to our archived webinar library. Sponsored webinars are freely available year-round. A proposal form must be submitted and approved by CTG.

Closing The Gap provides:

- Promotion of webinar to over 20,000 contacts
- List of those that view your webinar. List includes: first name, last name and email address
- Webinars are featured on our homepage for one month and then are added to our free sponsored webinar archives.



Webinar Options:

60- minute: **\$700**

90- minute: **\$750**

For an additional fee of \$175,
CEU's can be made available.

Closing The Gap

RESOURCE DIRECTORY

The Resource Directory is a culmination of an extensive, year-round search for the latest software, hardware and other assistive technology products that are on the market today, as well as their producers. It is a tool to assist individuals, discover, research and compare.

BECOME A PRODUCER

- ✓ SUBMIT PRODUCER APPLICATION*
- ✓ SUBMIT PRODUCTS*

*It is free to become a producer and submit products.

FULL-PAGE AD IN 2024 RESOURCE DIRECTORY

COST: \$700

Full-Page Ad Package Includes:

- Full-Page Ad in 2024 Resource Directory. 2024 Resource Directory is published on the homepage year round.
- (1) Social Media post per month highlighting your ad
- Front Page Report Feature highlighting your company and product(s). FPRs are archived for one year.

LEARN MORE: [CLOSINGTHEGAP.COM/RESOURCE-DIRECTORY/](https://closingthegap.com/resource-directory/)

