

INVITATION TO ADVERTISE ON OUR WEBSITE



Promoting literacy through research, education, and advocacy.™

In 2011, our Inland Empire Branch website logged in 36,000 distinct hits and in 2012 we estimate at least 146,000 (based on 1st quarter usage). This is a great opportunity for **you** to market your business or service.

*Advertise with us to reach our members and others interested in literacy and education! Ad space is available to organizations and practitioners who provide services and products to individuals who learn in very different ways. This is your opportunity to advertise within a community that focuses on education and literacy. **

Inland Empire Branch
 5225 Canyon Crest Dr., #71 Box 308
 Riverside, CA 92507-6301
 951/686-9837
 www.dyslexia-ca.org
 ieb.info@dyslexia-ca.org

Your name _____ **Your Business Name** _____

Business DBA: _____

Your address _____ **City and State and Zip** _____

Your phone number _____ **Your cell phone** _____

Your email _____

I provide products or services in the areas of: _____

Your signature: _____

For those providing direct services to individuals who learn differently, please indicate the areas you specialize in. Where appropriate, please attach certificate or credential, or provide license number.

INTERVENTION – ACADEMIC SUPPORT	
	Academic / Educational Therapist
	Dyslexia / ADD / ADHD Coach
	Dyslexia / LD Support
	Reading Specialist
	Orton-Gillingham Trained
	LIPS and/or V&V Trained
	Tutor
OTHER PROFESSIONAL	
	Educational Diagnostician
	Lawyer
	Advocate
	Psychologist ___ or Psychotherapist ___
	School Psychologist
	Speech/language Therapist
	Optometrist
	Physician
SCHOOL SERVING LD STUDENTS	
TEACHER TRAINING CENTER	
OTHER	Please explain

*We reserve the right to refuse any Ad that we deem to be inappropriate for our website.

We want products and/or services that fit within our mission of enhancing literacy. Please identify all aspects that apply to your services or products.

	Services/ products are IDA recommended
	Services / products are research-based, as regards to strategies used, including structured multisensory instruction
	Other – please explain:

How do your products/services impact individuals with learning differences? Please respond in 50 words or less.

Select Your AD Size --- circle size and either 6 months or 1 year.
Add \$100 premium for Ad placement on Home page.

<u>Size of Ad</u>	<u>Cost of Single Ad for 6 months</u>	<u>Cost of 2 Ads or 1 ad for 1 year</u>	<u>Discount for IDA members (include membership #)</u>
BANNER AD: 468 px wide x 60 px high	\$150 for 6 months	\$250 for 1 year	-15%
SQUARE: 50 px wide x 50 px high	\$75 for 6 months	\$125 for 1 year	-15%
DOUBLE SQUARE: 50 px wide x 100 px high	\$100 for 6 months	\$150 for 1 year	-15%
SKYSCRAPER: 50 px wide x 150 px high	\$150 for 6 months	\$250 for 1 year	-15%
Do you provide <i>direct services</i> to individuals who learn differently within the geographic areas we serve (see below)?			If so, subtract another 10%
Please mail check & form to IEB at address above	TOTAL COST:		

IDA DISCLAIMER

The International Dyslexia Association supports efforts to provide dyslexic individuals with appropriate instruction and to identify these individuals at an early age.

The Association believes that multisensory teaching and learning is the best approach currently available for those affected by dyslexia. The Association, however, does not endorse any specific program, speaker, or instructional materials, noting that there are a number of such which present the critical components of instruction as defined by the Task Force on Multisensory Teaching which works under the guidance of the Association’s Teacher Education Issues Committee.

Importantly, IDA cautions parents who are looking for instructors, clinicians, schools, and programs to be very thorough in their review of programs and services that claim to treat dyslexia or “cure” dyslexia. In this era of internet advertising, claims are frequently made about therapies and treatment programs that have little or no scientific merit. Claims about the effectiveness of some widely advertised programs and/or their components may be unsubstantiated by objective, independent research, and the practitioners of those programs and methods may not have met the customary standards for training in the field.