



2012 Media Kit

EAA Mission Statement:

The Educational Audiology Association is an international organization of Audiologists and related professionals who deliver a full spectrum of hearing services to all children, particularly those in educational settings.

The mission of the Educational Audiology Association is to act as the primary resource and as an active advocate for its members through its publications and products, continuing educational activities, networking opportunities, and other professional endeavors.

Educational Audiology Association Members

- EAA has over 950 members.
- EAA members are in 8 different countries.
- 89% recommend, specify, purchase or approve budgeting for educational and/or audiology products and services within their organization.
- 76% work in a school setting.
- 91% are employed as audiologists.

EDUCATIONAL AUDIOLOGY REVIEW
The Official Quarterly Newsletter of the Educational Audiology Association
Winter 2009, Volume 27 Number 1

Message from the President

In this issue:
2010 Makin Award Guidelines page 3
Board Election Results page 4
2009 Makin Award Winner page 5
Speaking of Ethics page 6
EAR Survey Results page 9
EAA State Rep Updates page 9
Variations Among Individuals with ANAD... page 10
Are You Ready? page 12
EAR Submission Guidelines page 15
A Team Approach in Managing ANAD... page 16
Audiology Legislative News page 18
EAA New Product / KIP Revision page 19

Educational Audiology Review (EAR) Newsletter

- 76% of EAA members feel EAR is the most valuable and directly related to their work when compared to other professional/industry magazines.
- 82% find display ads in EAR useful in keeping up with new products.
- 48% find display ads in EAR useful when making purchase decisions.
- 89% recommend, specify, purchase or approve budgeting for educational and/or audiology products and services within their organization.
- 98% trust the validity of EAR.
- 94% read at least half of EAR each quarter.

Journal of Educational Audiology (JEA)

- 12% of EAA members joined the association because of JEA.
- JEA is the only journal focused on audiology in educational settings.
- JEA will be listed in the EBSCOhost® online database beginning with the 2009 issue.
- All JEA issues/articles are available for purchase to non-members.
- Subscriptions to JEA & EAR publications are available.

VOLUME 15 2009 ISSN 1526-6096

JOURNAL OF EDUCATIONAL AUDIOLOGY

Official Journal of the Educational Audiology Association

IN THIS ISSUE:

ARTICLES

- Improvements in Speech Recognition Using Cochlear Implants and Three Types of FM Systems: A Meta-Analytic Approach
- Efficacy of an Adaptive Directional Microphone and a Noise Reduction System for School-Aged Children
- Problem-Solving Ability in Elementary School-Aged Children with Hearing Impairment
- The Word Intelligibility by Picture Identification (WPI) Test Revisited
- Exploring the Usefulness of Fisher's Auditory Problems Checklist as a Screening Tool in Relationship to the Buffalo Model Diagnostic Central Auditory Processing Test Battery
- Effect of MicroMAS Designated Programmable Audio Input (DPA) and Switch Settings on FM- and Muted-FM Transparency for Six DPA Hearing Instruments

REPORTS

- "State" of Educational Audiology Revisited
- Auditory Remediation for a Patient with Landau-Kleffner Syndrome: A Case Study

APPLICATIONS

- Accommodating Students with Hearing Loss in a Teacher of the Deaf/Hard of Hearing Education Program

Web site (www.edaud.org)

- EAA's web site has an average of 1,437 site visits per month.
- EAA's web site is the #1 search result for "educational audiology".
- EAA's web site is in the top five search results for "audiology".
- 65% of EAA products are purchased online at the EAA store.
- 46% of EAA products are purchased by non-members.

Welcome to the Educational Audiology Association

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EVENTS **RESOURCES** **MEMBERS ONLY**

EAA E-Newsletter

- Sent to over 950 members.
- Contains vital EAA updates from the President following the recent Board of Director meetings.
- Contains committee updates and project information.
- Lists all upcoming EAA events.
- Contains current legislative information.

Educational Audiology Association 2012 Advertising Options



This document constitutes a contractual agreement between the Educational Audiology Association and:

Organization: _____

Contact Name: _____

Address: _____

City: _____ **State:** _____

Zip: _____ **Country:** _____

Phone: _____

Email: _____

Payment Type:

Visa MasterCard Amex Check #: _____

Credit Card #: _____

Exp. Date: _____ **CVC Code:** _____

Authorized Signature: _____

Date: _____

Educational Audiology Review (EAR) Newsletter Advertising: (prices per issue, all ads full color)

- Inside Front (7 1/4" x 10") \$ 1,400 x _____ = _____
 Spring Summer Fall Winter
- Inside Back (7 1/4" x 10") \$ 1,400 x _____ = _____
 Spring Summer Fall Winter
- Full Page (7 1/4" x 10") \$ 1,300 x _____ = _____
 Spring Summer Fall Winter
- Half Page (7 1/4" x 4 3/4") \$ 750 x _____ = _____
 Spring Summer Fall Winter
- Quarter Page (3 3/4" x 4 3/4") \$ 450 x _____ = _____
 Spring Summer Fall Winter
- Informative Article on New Products \$ 500 x _____ = _____
 Spring Summer Fall Winter

Deadlines: Spring - Feb. 8th, Summer - May 8th,
Fall - Aug. 8th, Winter - Nov. 8th

Journal of Educational Audiology (JEA) Site Sponsorship: Closing Date/Deadline: June 1, 2012

- Rotating Flash Home page ad \$850 (color)
(The ad will be on the noted year's JEA issue home page indefinitely.)

Web site (www.edaud.org) Sponsor:

- (price for 1 year, with logo and link to your site)
- Home Page (2 1/2" x 2 1/2") \$ 1,000 (Color)
(receives over 80,000 hits per year, over 60,000 are unique visitors)
- EAA Store (2 1/2" x 2 1/2") \$ 500 (Color)
(receives over 5,000 hits per year, over 2,000 are unique visitors)

Member E-Newsletter Sponsorship:

(includes a link to your site, deadline is 1st of each month)

- February (1 1/2" x 3") \$ 150 (Color)
- April (1 1/2" x 3") \$ 150 (Color)
- June (1 1/2" x 3") \$ 150 (Color)
- August (1 1/2" x 3") \$ 150 (Color)
- October (1 1/2" x 3") \$ 150 (Color)
- December (1 1/2" x 3") \$ 150 (Color)

Subtotal: \$ _____

Less 10% for EAA Corporate Members: \$ _____

Total: \$ _____

- The above-named company agrees to the closing dates and mechanical requirements included with this contract. Payment for the advertising scheduled above is due no later the listed closing date per this executed contract. If payment is not received by that time, the advertisement will not be run.
- If new advertising copy is not received within 2 days of the specified deadline, the advertiser permits EAA to honor the advertising commitment by running the same ad as its last insertion.
- The Educational Audiology Association reserves the right to refuse any and all advertising that is judged to be offensive, misleading, or unsuitable for its audiences. If such action is taken, it will not affect the remainder of this agreement.
- All camera-ready materials, insertion, and payments are to be sent to EAA at the address below. Questions concerning specific copy should be directed to Jesse Haynes at 800-460-7322 / admin@edaud.org

2012 Ad Requirements

PREFERRED FORMAT: The preferred file formats will be either High Resolution PDF's, TIFF or JPEG. (JPEG images should be 150dpi or higher.)

IMAGES: Photos need to be 300dpi at finished size to get optimum results when printed. Images that are less than 300dpi if scaled down can be used. Files that do not fall within these criteria may not meet the customer's quality expectations. Images that are collected from web pages are in low resolution (72dpi) and do not output cleanly for printing. These images are made for Web design and are not intended for printing purposes. Optimal resolution for offset printing is 300dpi at size.

GETTING YOUR JOB PRINT READY: When supplying digital files to us, all files, source files, and fonts need to be included (collected/packaged). When appropriate ads can be emailed to Jesse Haynes at admin@edaud.org. Ads should be saved to a CD and mailed to the EAA office. A hard copy should be included to ensure what we output matches your layout.