

The logo for CPS Express! features the text "CPS Express!" in a white, sans-serif font. "CPS" is in a larger, bold font, and "Express!" is in a smaller font to its right. The text is contained within a white rectangular box with a blue border, set against a blue background with a white geometric shape.

## ***CPS Express!* 2011 Advertising Information Sheet**

The *CPS Express!* is an e-newsletter sent to all certified child passenger safety technicians, approximately 30,000 people, on the first of each month. Certified technicians are primarily public safety professionals, nurses, community advocates and non-profit professionals from locations across the U.S. Advertising in *CPS Express!* Will help you reach these dedicated CPS experts.

Your ad will also be available to readers in our online library. Previous editions are publicly available and posted at [www.safekids.org/certification](http://www.safekids.org/certification) under the RESOURCES tab.

- All content/artwork must be approved by the *CPS Express!* editor. Submissions may be denied for any reason.
- Order of advertisements may vary.
- Payment is due in full once the artwork/content is approved and prior to any placement in the *CPS Express!*
- The layout and design of the newsletter may vary by e-mail program or Web browser.
- If a recipient's e-mail box does accommodate html content, it is read as a text file. As such, pictures will not be included.
- There will be a disclaimer that Safe Kids Worldwide does not endorse any advertised products, services, or content on their Web sites.

### **Special Introductory Pricing (per edition)**

- Up to 60 words standard font text (colors other than black may be requested)
  - **Right Column** (Between "CEU Corner" and "Contact Us" sections): \$250/month
- **\*\* Strict limit of 2 ads per edition (all advertisers) \*\***
- Pricing includes one link to a Web site or e-mail contact. Additional links are available for \$5/link/month.
- Links to documents (PDF) may be included for an additional \$15/link/month. Word documents will be converted to PDFs at no additional cost.
- Pictures/graphics may be included with a maximum width of 200 pixels and maximum height of 3000 pixels for \$30/image/month.
- Pricing good through December 31, 2011.
- Below is a sample edition of *CPS Express!* to show ad placement.



## CPS Express! Advertising Application

Name: \_\_\_\_\_

Company/Organization: \_\_\_\_\_

Daytime telephone #: \_\_\_\_\_ Email Address: \_\_\_\_\_

Requested month(s): \_\_\_\_\_

Requested placement: (Circle one)      TOP                      BOTTOM

**\*\* Note: Strict 2 ad limit for top placement per edition**

Requested text (approx 60 words, 4 lines in newsletter): \_\_\_\_\_

Please provide any graphics/logos or documents with application.

Item	# requested	Total Amount Per Item
RIGHT COLUMN placement - \$250/month		
Pricing includes one link to a Web site or e-mail contact. Additional links - \$5/link/month		
Link to documents (PDF) - \$15/link/month		
Pictures/graphics ( max width 100 pixels, max height = 200 pixels - \$30/image/month		
<b>TOTAL AMOUNT DUE UPON APPROVAL and prior to Express email</b>		\$

All content/artwork must be approved by the *CPS Express!* editor. Submissions may be denied for any reason.

**Return to:** CPS Express! Editor at [kchausmer@safekids.org](mailto:kchausmer@safekids.org). You will be sent a receipt confirmation e-mail within 2 business days.

<b>SKW use only</b>	Date Received:	Review Date:	Complete:	Accepted:
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## Sample ad placement

<p>2011)</p> <ul style="list-style-type: none"><li>• Fact or Fiction: <i>Step-by-step instructions on how to recertify are online.</i></li><li>• CPS Board: <i>New CPS Board Members</i></li></ul> <p><b><u>Just For Instructors</u></b></p> <ul style="list-style-type: none"><li>• Accessing the Student Manual During Class</li><li>• Tips: What You Suggested</li></ul> <p><b><u>CEU Corner</u></b></p> <ul style="list-style-type: none"><li>• Online courses and Webinars</li><li>• National Conferences/Meetings</li><li>• Teleconferences/Moderated</li></ul> <p style="text-align: center;"><b>Support Our Advertisers</b></p> <p style="text-align: center;"><b><u>Learn More About CPS Express Ad Space</u></b></p> <p>Go to <a href="http://SafeKidsWebinars.org">SafeKidsWebinars.org</a> for online CEUs and for Tech Gear: Shirts, cups, signs, dolls.</p>	<p>... You may re-certify up to four months before your certification expiration date without losing any time. <b>Avoid problems—don't delay!</b></p> <p><b>Basic re-certification requirements and deadlines:</b></p> <ol style="list-style-type: none"><li>1. <b><u>Five seat checks</u></b> approved by a certified instructor (you may use the technician proxy option). You can do the checks at any time during your certification cycle as long as they are entered online and a certified instructor approves them before your re-certification date.</li><li>2. <b><u>Community education</u></b> (choose one):<ol style="list-style-type: none"><li>1. Participation in at least one two-hour checkup event with at least one other CPS technician using any standardized checklist to provide documentation, if needed</li><li>2. Provide at least four hours of community education. Examples include making presentations to parents, educators, kids, organizations (such as PTAs or law enforcement), or other stakeholders who are not technicians.</li></ol></li><li>3. A minimum of six hours of <b><u>CPS technical continuing education units</u></b> earned and reported during a current two-year certification cycle.<ol style="list-style-type: none"><li>1. You cannot carry over CEUs from one period to the next, even if you have accumulated more CEUs than are required</li><li>2. Because your certification cycle stays the same, any CEUs obtained after you recertify but before the first day of your new certification cycle may not be applied to the new cycle</li><li>3. You can record CEUs at any time during your certification cycle, but they must fit into one of the</li></ol></li></ol>
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