



CSHA

California Speech-Language-Hearing Association
Changing Lives Through Communication

CHSA.ORG

CSHA WEBSITE MEDIA GUIDE

**Promote your brand in one of the
nation's largest speech-language
pathology markets!**

FOR MORE INFORMATION, PLEASE CONTACT:

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ASSOCIATION SOLUTIONS



CSHA

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OUR MISSION

To foster excellence in the professions of speech-language pathology and audiology through education, advocacy and collaboration in partnership with the increasingly diverse population we serve.

CSHA.ORG ADVERTISING



The CSHA website reaches key decision-makers that work in a variety of settings in California including:

- Hospitals
- Agencies
- Schools & Universities
- Private Practice
- Rehabilitative Facilities
- Clinics

CSHA QUICK FACTS



Our members spend **more than \$352 million** on products and services annually.



The state of California is the **2nd largest speech-language pathology market** in the country!



Our association represents **more than 4,600 professionals** in speech-language pathology.

Reach speech-language pathologists throughout the state of California. Contact your Naylor account executive today!

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CSHA WEBSITE

Advertising on the CSHA Website – CSHA.org

Advertising on the CSHA website is a great way to reach member and non-member visitors and reinforce your marketing message. Visitors log on to CSHA website to learn about upcoming association events, discover ways to maximize their CSHA membership and view the latest issues of CSHA magazine. Advertising on CSHA.org offers several cost-effective opportunities to position your company as a leader in front of an influential group of speech-language pathologists.

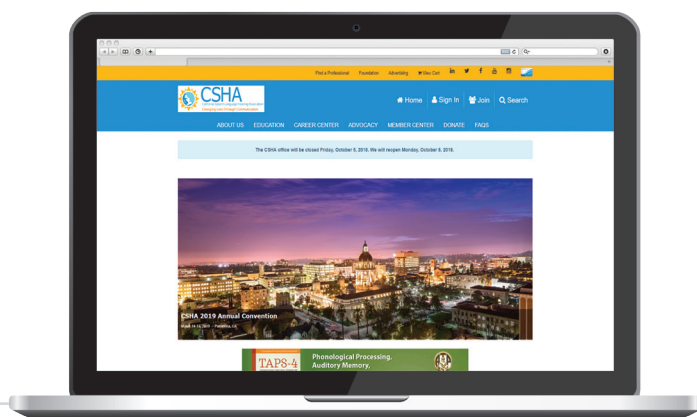
Features of CSHA website advertising:

- Cross-promoted in other CSHA publications and communication pieces
- Directs visitors to the landing page of your choice to expedite purchases
- Year-round visibility reinforces brand recognition
- Allows dynamic, time-sensitive promotion

On average, CSHA.org receives:

- More than 1,200 unique visitors per month
- 1,372 visits per month
- 10,566 page views per month
- Sessions lasting more than 3:40 minutes

*Traffic numbers as of October 2018



1 Banner Package | \$1,950

No matter what page of CSHA's website, your message will be prominently displayed! Your ad will be displayed on the Home Page and selected popular Sub-Pages of the website. Max of 7 companies rotating.

- Leaderboard: 728 x 90 pixels
- Specs for mobile responsive: 468 x 60 pixels

For the latest online specs, please visit
www.naylor.com/online-specs

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

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