2025 Media Kit

hello!

Bright Feats was established in 2005 by parents, for parents! This directory is full of resources, events, and insights that empower parents with the tools for their child to be their best!

We distribute nearly 300k full color books to our families, service providers and professionals annually.

It is our privilege to communicate current services, and information to the community. We want to partner with you, to better understand how we can support your efforts and help your business grow.

In addition to supporting families, it is our mission to connect professionals as well. We host quarterly Networking Nights so that together we can all make a difference.

Set up a call today so we can find our first steps in collaboration! 407-951-6117

Direct Demographic We connect parents with resources! By partnering with school

benefits.

We connect parents with resources! By partnering with school systems, Early Learning Coalitions, Service Providers, Hospitals, Vocational Rehabilitation Centers, and more we are helping families find the tools for them to chart a course forward.

Brand Awareness

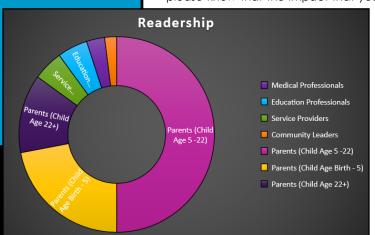
Bright Feats is active in our community, we attend local events, and provide books to private events—if you are included in our directory you are continuing to have brand awareness throughout the community and online with one marketing partner.

Custom Packages

Every dollar counts, when deciding how to spend your marketing budget we are happy to review your needs, embrace your initiatives and help you connect with your target demographic without breaking the bank and creating custom solutions.

Community Support

Your encouragement and support matter. As you consider what community engagement looks like for the upcoming year, please know that the impact that you make in helping children



with special needs be their best is life changing for them and for their loved ones. The ability for them to continue to be recognized, understood and appreciated as they navigate this challenging journey is the ultimate goal.

Bright Feats

rate cards

non-service provider à la carte options

Placement	Annual Payment	12 Monthly Payments
1/8 Page	\$735	\$62
1/4 Page	\$1,575	\$135
1/2 Page	\$3,150	\$265
Full Page	\$5,250	\$440
Back Cover	\$6,150	\$515
Center Fold	\$7,000	\$590
Front Cover	\$7,350	\$615

Annual Advertising Includes:

Published Service Directories Biannually to be distributed in April and October of each year as well as a year-around Online Directory listing OR online banner ad depending on package selected.

service provider packages

Placement	Annual Payment	12 Monthly Payments
Nonprofit Directory Listing Package	\$210	\$18
Package 1 with Directory Listing	\$450	\$38
Package 2 with 1/8 Page	\$810	\$68
Package 3 with 1/4 Page	\$1,640	\$140
Package 4 with 1/2 Page	\$3,215	\$270
Package 5 with Full Page	\$5,355	\$450
Package 6 with Back Cover	\$6,300	\$530
Package 7 with Front Cover	\$7,250	\$610
Package 8 with Center Fold	\$7,740	\$650
Additional Directory Listings a	"" ¢300 """ ""	¢17 nou month

Additional Directory Listings are \$200 per year or \$17 per month



rate cards

additional à la carte options

Placement	Description	Annual Payment	12 Monthly Payments
Social Media Post	Your selected post will be shared on Bright Feats Facebook, Instagram, Twitter and Linked In Accounts. (per post)	\$50	\$5
Quarterly Newsletter Ad	Bright Feats sends a Quarterly Newsletters to families and service providers in the Special Needs Community 4 times a year, these ads are 250x125px (per ad per newsletter)	\$100	\$9
Small Banner Ad	Size: 675 x 525px DPI 300 Font Size must be size 7 or larger To be displayed a min of 6 months on clients choice of BrightFeats.com or SearchABLEnow.com	\$750	\$65
Large Banner Ad	Size 1,425 x 525px DPI 300 Font Size must be size 7 or larger To be displayed a min of 6 months on clients choice of BrightFeats.com or SearchABLEnow.com	\$1,500	\$125
Online Directory Listing	This Listing includes: Company Name, Logo, Areas Served, Website, Email, Phone Number, Brief Description, and video* or picture uploads.	\$100	\$9
Ad Design Services	Bright Feats can create, recreate, update or change an ad. This service is \$65 per hour .	Hourly Rate	Hourly Rate





PACKAGE 8 Centerfold









PACKAGE 7

Front Cover





Features	Value	Price
2 Printed Cover Branded Directories	\$7,000	Package Discount
2 Full Page Articles	\$5,250	Package Discount
2 1/8 Page Ads	\$735	Package Discount
2 Printed Directory Listing	\$400	Package Discount
Online Directory Listing	\$100	Package Discount
Preferred Listing on Searchable	\$240	Package Discount
3 Social Media Posts	\$150	Package Discount
1 Large Banner Ad	\$1500	Package Discount
Design Services	\$130	Package Discount
		\$610 Monthly

Total Package

\$15,505 **\$7,250 Annual**







Back Cover

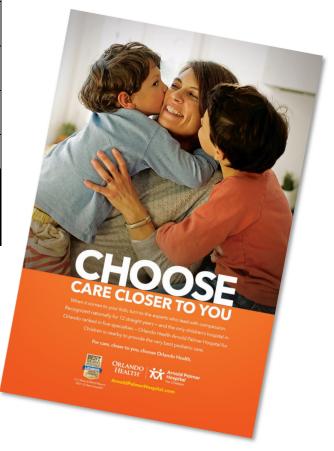
PACKAGE 6



Features	Value	Price
2 Printed Back Covers	\$6,150	Package Discount
2 1/8 Page Ads	\$735	Package Discount
2 Printed Directory Listing	\$400	Package Discount
Online Directory Listing	\$100	Package Discount
Verified Listing on Searchable	\$95	Package Discount
3 Social Media Posts	\$150	Package Discount
1 Large Banner Ad	\$1500	Package Discount

\$530 Monthly s6,300 Annual

Total Package



PACKAGE 4 & PACKAGE 5

Half | Full Page





accommodation	nt training, opportunities, and s, people with disabilities can ny job their hearts desire.	do
dentify	Recommend	Find Your Job or Career
Barriers Accommodations Supports	Appropriate Careers Work Environments	Interests Abilities Desires Needs
In-po	erson and remote services are	available

1/2 page

Features	Value	Price
2 1/2 Page Ads	\$3,150	Package Discount
2 Printed Directory Listing	\$400	Package Discount
Online Directory Listing	\$100	Package Discount
Verified Listing on Searchable	\$95	Package Discount
2 Social Media Posts	\$100	Package Discount

\$270 Monthly Total Package \$3,845 \$3,215 Annual

full page

Features	Value	Price
2 Full Page Ads	\$5250	Package Discount
2 Printed Directory Listing	\$400	Package Discount
Online Directory Listing	\$100	Package Discount
Verified Listing on Searchable	\$95	Package Discount
2 Social Media Posts	\$100	Package Discount
1 Small Banner Ad	\$750	Package Discount

Total Package \$6,695 \$5,355 Annual



PACKAGE 2 & PACKAGE 3

1/8 | 1/4 Page

1/8 page

<u>-/ - -/ -/ - -/ -/ - -/</u>		
Features	Value	Price
2 1/8 Page Ads	\$735	Package Discount
2 Printed Directory Listing	\$400	Package Discount
Online Directory Listing	\$100	Package Discount
Verified Listing on Searchable	\$95	Package Discount
1 Social Media Posts	\$50	Package Discount

Total Package

\$1,380

\$68 Monthly or \$810 Annual



















1/4 page

Features	Value	Price
2 1/4 Page Ads	\$1,575	Package Discount
2 Printed Directory Listing	\$400	Package Discount
Online Directory Listing	\$100	Package Discount
Verified Listing on Searchable	\$95	Package Discount
2 Social Media Posts	\$100	Package Discount

Total Package

\$2,270

\$140 Monthly \$1,640 Annual



PACKAGE I

Directory Listings

Nonprofit Directory Listing Package

Features	Value	Price
2 Printed Directory Listing	\$400	Package Discount
Online Directory Listing	\$100	Package Discount
Total Package	\$500	\$18 Monthly or \$210 Annual

^{*}Must be able to show proof of current nonprofit status.

EXAMPLE of Directory Listing

Abilities Workshop. Inc. | AbilitiesWorkshop.com

Central Florida, State and National Programs 407-951-6117

Providing resources and workshops for Parents, Pastors and Teachers to help

children with Autism and other special needs be their best. Programs include:
Diagnosis Bootcamp, Transition Guidance, Support for Families in Crisis. As well as
Current Techniques & support while navigating medical, educational and social options

abilities workshop The Good The Bed and The Godfr

Directory Listing Package

Features	Value	Price
2 Printed Directory Listing	\$400	Package Discount
Online Directory Listing	\$100	Package Discount
Verified Listing on Searchable	\$95	Package Discount
1 Social Media Posts	\$50	Package Discount

Total Package \$645 \$450 Annual



Directory Listing Word Count:

Listings should have 30-35 words with NO more than 40 word MAX

Package Overview

	Non Profit Listing Package	Directory Listing Package	1/8 Page Package	1/4 Page Package	1/2 Page Package	Full Page Package	Back Cover Package	Front Cover Package	Centerfold Package
Printed Directory Listing	2	2	2	2	2	2	2	2	2
Online Directory Listing	1	1	1	1	1	1	1	1	1
Social Media Posts		1	1	2	2	2	3	3	3
SearchABLE Listing		Verified	Verified	Verified	Verified	Verified	Verified	Preferred	Preferred
Small Banner AD						1			
Large Banner AD							1	1	1
1/8 Page AD			2				2	2	2
1/4 Page AD				2					
1/2 Page AD					2				
Full Page AD						2		2 Articles	
Back Cover							2		
Front Cover								2	
Centerfold									2

Graphic Submissions

GRAPHICS:

Preferred graphic programs include InDesign, Photoshop and Publisher. We also accept jpeg, or png files. If we need to create the ad, recreate, update or change the ad an additional fee of \$65 per hour will be applied. Cover photo image resolution of 300 dpi or higher at 5.5 inches by 8.5 inches is required. Please allow 1/4 inch of space on each side between live copy and ad trim. We will add a one point black line around each ad unless the ad is a full page with bleed. Bleeds are allowed on Cover, Back Cover, Centerfold Spread and Articles only. The full page ad is 4.75 inches by 7.75 inches high with full bleed dimensions of 5.5 inches by 8.5 inches. All files are CMYK at 300 dpi at full reproduction size (at 100%).

SUBMITTED ARTICLE CONTENT:

Articles are approximately 400 words for one full page and 600 words for a two page article spread. Please include about two lines at the end for biographical and contact information about the author.

> **Eighth Page** 2.25in. X 1.75in.

Full Page 4.75in, X 7.75in,

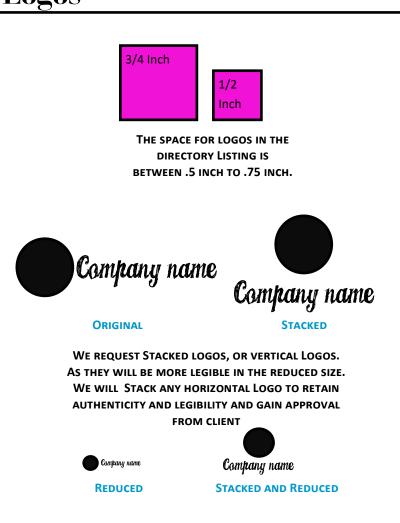


Quarter Page Vertical Option 2.25in. x 3.75in.

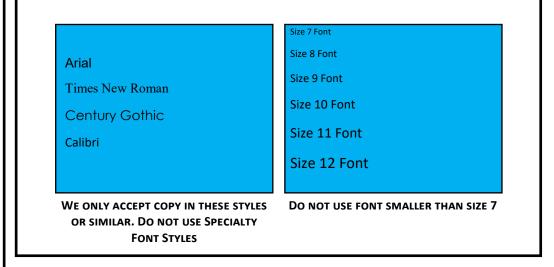


Graphic Submissions

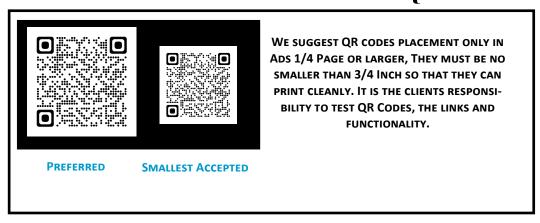
Logos



Sizing | Font Choice



QR Codes



Deadlines

New Clients

To be included in the publishing cycle you must complete your new client package and have a minimum of the first month invoice paid prior to Ad submission deadline:

April Publication:

Invoice paid, Ad submitted, Advertising Agreement Complete, and logo and description on file by **February 15th**

October Publication:

Invoice paid, Ad submitted, Advertising Agreement Complete, and logo and description on file by **August 15th**

Current Clients

To be included in the publishing cycle you must be a current client with invoices with a current status:

April Publication:

Invoices Current, Ad submitted, Advertising Agreement Complete, and logo and description on file by **February 15th**

October Publication:

Invoice paid, Ad submitted, Advertising Agreement Complete, and logo and description on file by **August 15th**

Summer Publication Deadline

February
15th

Q1 Newsletter Deadline

> March 1st

Q2 Newsletter Deadline

> June 1st

Winter Publication Deadline

> August 15th

Q3 Newsletter Deadline

> September 1st

Q4 Newsletter Deadline

> December 1st

- The Bright Feats Electronic Newsletter is emailed to parents and providers who have requested to be on our email list. We have limited advertising space available in our newsletters. The newsletter directs families to a comprehensive list of events on our website calendar. Advertisers are eligible to include workshops, events, fundraisers and more in our Family Newsletters.
- Newsletters are emailed: March 15 | June 15 | September 15 | December 15
- Newsletter Ad Rates \$200 per ad Each newsletter ad includes: An ad graphic, An approximate 30 word description, A web link or link to your article page.
- In order to have an Ad placed in the Bright Feats Central Florida Newsletter you must have your ad submitted by the quarterly deadline and received confirmation of purchase order as a Newsletter Option is not included in any Service Package.

Newsletter

eNewsletter Ad 250 x 125px with direct hyperlink

Online Listing

Make the most of your online directory listing!

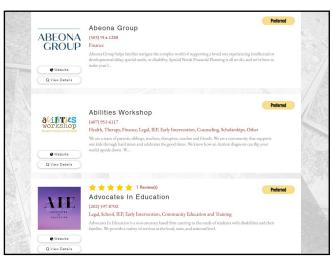
Included Features are:

- Company Name
- Company Logo
- Address
- Map to location
- Phone number
- Email
- Social Media Links
- Direct Website Hyperlink
- No word Limit Service Description
- Youtube or Vimeo Video hosting
- Pictures
- Articles
- Flyers

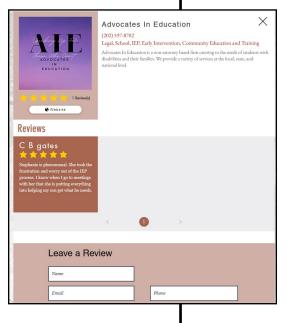


SearchABLEnow.com Listing



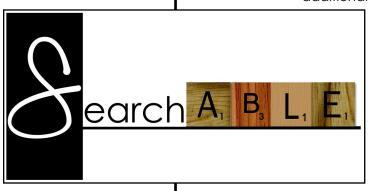


national resource directory



Bright Feats, sister program is Search-ABLEnow.com. This is an online special needs resource directory that allows for company information, flyers, video and reviews for all of our Bright Feats clients! Depending on your selected package you will be upgraded to either the preferred status or the verified status allowing your company to be returned in the tier one or tier 2 search results!

This National Database has more than 15,000 listings and 200 links to additional databases.



We encourage you to include links to this site in your email signature or website to collect reviews from your families!

BONUS OPTIONS

Exclusive Rate Advertising Partner



As a valued Bright Feats Client you are provided with a 25% Discount Code for Exceptional Needs Today Advertising Options.

National Reach | Personal Mission

Available Online, offered at No Cost, our mission is to promote awareness, acceptance, and inclusiveness for people with special needs through our magazine. We believe in providing a platform for all voices to be heard while also offering informative resources and support to their families and caregivers. We are driven by a passion for advocacy, and we strive to empower our readers by offering stories of inspiration and valuable insights. Join us in our pursuit of promoting a more inclusive world.

We Focus on What Matters

- Managing diagnoses
- Mobility and accessibility
- Self-advocacy
- Personal riahts
- **Educational rights**
- Occupational therapy

- Mental health support
- Schools and camps
- Transitioning to adulthood
- Job opportunities
- Financial planning
- Supporting the family/caretakers





















BONUS OPTIONS

Program Collaboration Option

ABILITIES WORKSHOP wants to partner with you in <u>supporting families</u>.

Newly Diagnosed

If you've recently had a loved one diagnosed with Autism or another special need, navigating therapy options, IEPs, and financial decisions can be overwhelming. Access Ability offers a 4-part online series created in partnership with 26 industry experts, providing guidance for newly diagnosed families. This series includes approximately 6 hours of instruction and accompanying workbooks to help you craft your child's plan.



Developmental Gains



If your child has been diagnosed with Autism, you may have noticed developmental delays in various areas, which can be concerning for their future.

DEVELOPability is a unique 3-part online

program created in collaboration with leading industry experts to help families explore proven methods for achieving optimal outcomes and fostering purposeful, independent lives. This series includes approximately 5.5 hours of instruction and accompanying workbooks to guide you in reaching your child's developmental milestones.

Transitioning to Adulthood

As your child with special needs transitions through high school and into adulthood, it's essential to consider guardianship, living options, and potential educational pathways. Dreamable is designed to help you



and your child navigate this journey by providing a comprehensive 3-part workbook series, video presentations, and a wealth of resources. This program aims to clarify what turning 18 means for your family and to assist in shaping a meaningful transition plan.



As a valued community partner, helping our families navigate the world of special needs, we know your support often leads to their optimal success. We would like to come along side of you in this effort, in appreciation of your service Abilities Workshop is providing you with a discount code you can supply to your families. Simply choose the best program that fits your demographic and we will create a discount code especially for your community!

The Good The Bad and The Godly

Non Service Providers

non-service provider à la carte options

Placement	Annual Payment	12 Monthly Payments
1/8 Page	\$735	\$62
1/4 Page	\$1,575	\$135
1/2 Page	\$3,150	\$265
Full Page	\$5,250	\$440
Back Cover	\$6,150	\$515
Center Fold	\$7,000	\$590
Front Cover	\$7,350	\$615



Thank You.

We know you have a choice on where you place your marketing budget and what causes you choose to contribute to. We are grateful that you care so deeply for our kids and helping them be their best.

Your support allows us to continue to give this publication to hundreds of thousands of parents a year so that they can chart a path of success for their child.

Our kids thrive on joy, encouragement and understanding and thanks to you and other community leaders, our society is becoming more understanding and inclusive.

In appreciation of your support for your community, we are adding banner ads to every non-service provider Ad. Small Banner Ads with hyperlinks will be given to 1/8, 1/4, and 1/2 page advertisements. Large Banner Ads with hyperlinks will be given to Full Page Ads or larger. The duration will be for no less than 6 months, during the 12 month commitment.

Client choice on BrightFeats.com site or SearchABLEnow.com



f y in 🖾

State of Florida Transition Links



with developmental dissibilities and their families, partnering with the Agency for Persons with Dissibilities

1400-470-6101





Department of Children and Families, specifically tasked with serving the

(950) 499-4257





Discover the value we provide as a rom free of charge...

(727) 522-1120



Dissibilities Council develops and approves a Legislative Platform than



Students with Unique Abilities is to provide support to students, families and institutions of higher education so

Man Message

4000 Central Florida Blud, PO BOX

UNIQUE ABILITIES



process a student with a disability goes through as they move from high achool to whatever comes next, in Florida, this begins at age 12 and

No Engl









children, youth, and young adults with



stakeholders in building capacity to

MARKETING

Agencies | Government

Bright Feats is an effective and easy-to-navigate public outreach tool. Allow us to support your outreach needs

distribution and programs

State Agencies and Government Programs serve countless families and help our community thrive. It is in that spirit that we want to partner with you and support your efforts by providing our resource directories and online information about your programs.

collaborating

If you are interested in learning more about distribution at NO COST, added awareness about your programs for FREE and potential Marketing at discounted rates, call us to discover what a partnership could entail. We encourage you to contact our office at 407-951-6117 or email Editor@Brightfeats.com

eligibility

In order to qualify for this program you must be an active government program, agency or have funding from the state that prohibits traditional advertising.

DISTRIBUTION

Adolescent Medicine

Solutions

Chance 2 Dance

Central Florida Dreamplex

Chatterbox Therapy Services

CLPA Celandine Life Prep

Community Art Connection

Collaborative Function

Central Florida Therapy

At a Glance

ORLANDO | DAYTONA | SPACE COAST

Annual Distribution 75k+

Serving: Brevard, Volusia, Seminole, Orange, Lake, and Osceola

TAMPA | SARASOTA | LAKELAND

Annual Distribution 50k+

Serving: Pasco, Pinellas, Hillsborough, Polk, Manatee, Sarasota, and Hardee

JACKSONVILLE | ST AUGUSTINE | FLAGLER

Annual Distribution 50k+

Servina: Clay, Duval, Nassau, St. Johns, Flagler, Putnam, and the city of Jacksonville

GREATER ATLANTA

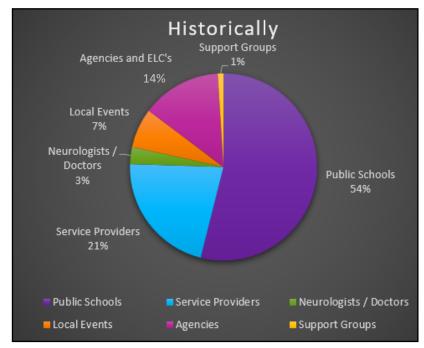
Annual Distribution 50k+

Serving: Bartow, Cherokee, Clayton, Cobb, DeKalb, Doualas, Forsyth, Fulton, Gwinnett, Pauldina, and Rockdale Counties.

CENTRAL FLORIDA EARLY CHILDHOOD

Annual Distribution 50k+

Serving: Brevard, Volusia, Seminole, Orange, Lake, Osceola, Pasco, Pinellas, Hillsborough, Polk, Manatee, Sarasota, and Hardee



Sampling of the Central Florida Service Provider Distribution

3 C's Therapy Center ABLE United Achieve Prediatric Therapy AdventHealth Sports Med & Rehab Celebration AdventHealth Sports Med & Rehab East Orlando AdventHealth Sports Med & Rehab Winter Park Peds AdventHealth Sports Med and Rehab Celebration AdventHealth Sports Med and Rehab East Orlando AdventHealth Sports Med and Rehab Winter Park Alpine Academy APH Behavioral & Developmental Ctr APH Center for Orthopedics APH Development Psych, APH Endocrinology & Diabetes Center APH Feeding Difficulties-Cindy L-Dillons APH Gastroenterology APH Heart Center/Cardiology APH Hewell Kid's Kidney Center

APH Ped Neuropsychology APH Pediatric Neurology APH Pediatric Pulmonology & Sleep Ctr **APH Primary Care Pediatrics** APH, Child Life Specialty Applied Behavior Center for Autism (ABC) Arbor School Arnold Palmer Pediatric Rehab ASD Adult Achievement Center Aspire Charter Academy Attain Childhood Development Center Autism Society of Florida Autism Society of Greater Orlando (ASGO) BASIX Behavioral Health Bass ABA Altamonte Springs Bass ABA Orange City Bass ABA Ormond Beach Bass ABA Port Orange Behavior Integrations **Best Buddies**

APH Neurosurgery

Bloom True Therapy Blue Sprig Pediatrics Brevard Achievement Center **Brevard Achievement Center Brevard Autism Coalition Bright Start Pediatrics** Orlando **Bright Start Pediatrics** Sanford **Bright Start Pediatrics** Winter Garden Camen Academy for the Performing Arts Camen Behavioral Headquarters Camen Behavioral Kissimmee Clinic Camen Behavioral MetroWest Clinic Camen Behavioral Waterford Clinic CECO Conductive Education Center of Orlando CENTA Children's Ear Nose & Throat Center Academy Waterford Lakes Center for Pediatric and

Compassionate Counseling Conrad Academy Deliver the Dream Devereux Discover Ability Discovery Church Buddy Break Down Syndrome Association of Brevard Early Learning Coalition of Polk County Education Guide Engage the Brain Family Care Council Area 7 Felice Center for Pediatric Rehabilitation Inc First Hope at The First Academy Florida Institute for Community Inclusion Gliding Stars of Central Florida Halifax Health Hospice Hetherington Therapy Hidden Oaks Elementary School Hidden Potential Florida, LLC Inspire Learning Academy Joyful Music Therapy Joyful Music Therapy Kairos Adventures, Inc Kyo Autism Therapy LLC Law Offices of Shea Fugate Learning Tree PPEC Lemieux Law LifeSkills Sensory Integration Specialist Lighthouse Central Florida Little Linksters Main Street Children's Dentistry Mornina Star NAMI Greater Orlando Nemours - Dr. Leslie Gavin Nemours Children's Health System Nemours Children's Hospital Nemours Children's Uraent Care New Hope for Kids No Limits Academy Not Your Average Autism Mom

Orange County Public Schools Orlando Ballet Our Suite Village Outreach Autism Services Network (OaSN) Pace Brantley School Parker Foundation for Autism and Child Develoment Pathways For Life Academy Pediatric Dental Care of Greater Orlando Pediatricians Care Unit Positive Behavior Supports Corp. Positive Behavior Supports Corporation Putting the Pieces Together Support Group Quest Kids Therapy- Orlando Quest. Inc Seaside Smiles Social Bridges Space Coast Discovery Space Coast Field of Dreams Speak Easy Solutions Special Assistance Network Special Needs Ability Program (SNAP) Speech Innovations of Central Florida Llc Spelman Reading and Language Center Sunny Spot Therapy The Columbus Organization The Epilepsy Association The Law Office of Catherine Davey, PA The Pieces Fit Interventions TheraPlay at Home Therapy Place They Can Do Ministries train N wheelz inc. Travis Psycho-Educational Services Treasure Coast Interagency Transition Council UCF Center for Autism and Related Disabilities (CARD) Metamorphosis Therapy, LLC UCP of Ccentral Florida/ ÚCP Charter School UCP of Central Florida Transitional Learning Academy University of Florida Sensory Development Lab Visual Health & Learning Center William A. Johnson, P.A. YMCA of Central FI Young Star Musical Theatre