



INSPIRATIONS

NEWS | 2023-2024

Promoting inclusion and
mental well-being



Photo credit: *Inspirations*



INSPIRATIONS NEWS

CELEBRATING INCLUSIVE COMMUNITIES

Inspirations is the hub of special needs news in the Greater Montreal and surrounding areas. Sponsored in part and produced by the English Montreal School Board—Quebec’s largest English school board. *Inspirations* is Montreal’s only English-language publication of its kind, and includes French-language content.

A unique resource for parents, caregivers and teachers of people with special needs, *Inspirations* also serves as a vehicle for educating the public at-large and breaking down barriers—a valuable guide and tool for promoting inclusiveness in our communities!



Photo credit: *Inspirations*



INSPIRATIONS

OVER A DECADE OF INSPIRATIONS!

2009 – 2023



Photo credit: Shoot Studio, Martin Girard

In our 15th year, *Inspirations* continues to grow! With our Fall 2022 – Winter 2023 edition, we have officially folded positive mental health and well-being to our mandate. With two print editions in tabloid format published yearly, we are committed to providing readers with resourceful information, the most up-to-date special needs and mental health and well-being news, and inspirational stories. Our contributors are experts in the field, covering a wide range of issues from autism, attention deficit hyperactivity disorder, learning disabilities to visual and hearing impairments, physical impairments, cerebral palsy, Down syndrome, etc.

All print and online editions include a **dedicated Sponsor Page** to showcase your business or organization. All **past editions are accessible online** at www.inspirationsnews.com. A **database of over 500 special needs resources** compiled over the last 10 years is also available online.

Publication dates (print)

FALL 2023

TUES, NOV 14, 2023

SPRING 2024

THURS. MAY 9, 2024

Ad reservation

THURS. SEPT 21 2023

Tues. March 4, 2024

Material deadline

Friday, Oct 6, 2023

Monday. April 29, 2024

Camera ready / Final ad approval

Wed. Nov. 1, 2023

Mon. March 18, 2024



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AUDIENCE

INSPIRATIONS NEWS 2023 - 2024

As an advertiser or sponsor, you are seizing the perfect opportunities to communicate to and reach our readers:

- Teachers
- Students
- Caregivers
- Parents
- English and French school boards*
- Special needs schools,** both English and French
- Administrators
- Occupational and physiotherapists
- Consultants
- Psychologists
- Speech language pathologists
- Other professionals
- Policy and decision-makers, government officials
- Organizations, corporations, businesses and their employees
- Public-at-large



*English Montreal School Board, Lester B. Pearson School Board, Riverside School Board, Sir Wilfrid Laurier School Board, Commission scolaire de Montréal, etc.

**Summit School, Peter Hall School, Victor Doré, Vanguard, École John F. Kennedy, etc.

DISTRIBUTION & REACH

INSPIRATIONS NEWS 2023 - 2024

Inspirations is published twice yearly in print (Fall and Spring) and online at www.inspirationsnews.com

- 15,000 copies printed
- Distributed to over 150 spots across the Greater Montreal area and surrounding areas, including the West Island, South Shore and Laval:
 - Distributed to English language schools and school boards, some French schools, CEGEPS, universities, special needs schools and organizations, hospitals, therapy centres, libraries, shopping centres, clinics, rehabilitation and social centres.
- Direct mailing
- Distribution of pdf version:
 - Via email to over 2,000 addresses; many are organizations that send the pdf to employees/members and post link on their websites, greatly expanding viral reach
 - Shared on social media – Facebook, Twitter, Instagram
- Significant online reach via website and social media



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INSPIRATIONS PODCAST

EXCLUSIVE SPONSORSHIP OPPORTUNITY



Tune in regularly to The *Inspirations* Podcast with host Mark Bergman to hear uplifting success stories and gain timely advice in the area of special needs, featuring experts in various fields:

<http://www.inspirationsnews.com/inspirations/podcasts>

Advertisers and sponsors! Take advantage of this exclusive sponsorship opportunity!

Includes:

- 1/2 page ad in *Inspirations News*
- Prominent position on Sponsor Page
- 3 Podcast brandsells per show: open recorded, midway live, close recorded
- Logo embedded on official podcast logo and in newspaper
- Social media tag on *Inspirations* Facebook page and Twitter feed with each posting (company tag + logo)
- 2 Mark Bergman Facebook, Instagram, and Twitter tags a month + logo (10K followers)

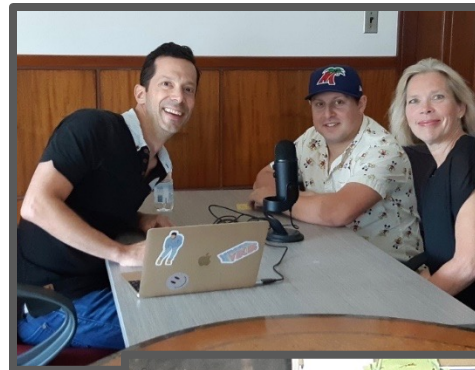


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