

Chiefline Special Edition Comprehensive Data Systems

CHIEFLINE OVERVIEW



Chiefline is CCSSO's weekly electronic update of breaking news and important information sent directly to the inbox of chief state school officers, deputies, federal liaisons, public information officers, CCSSO business partners, and other members of the education community interested in the Council's mission and work. It is posted on CCSSO's website and is available in print at major member meetings. *Chiefline* is the main form of member communication for the Council.

CHIEFLINE SPECIAL EDITIONS

Special editions of *Chiefline* offer corporate partners a vehicle to deliver targeted messages directly to the inbox of Chiefs, Deputies, Federal Liaisons, and Public Information Officers.

Special editions contain partner content that is directly related to CCSSO's strategic initiatives and serve to provide additional information around CCSSO events and conferences. Special editions of *Chiefline* are also printed and given directly to conference participants and electronic copies are sent to special edition sponsors for their use.

Special editions of *Chiefline* will contain the following elements:

- CCSSO announcement about CCSSO's collaboration with your organization,
- three 300–350 word articles supplied by your organization (edited by CCSSO),
- logo recognition on the sidebar of the newsletter,
- an optional hyperlinked message banner designed by you,
- copies of the *Chiefline* newsletter in .html and .pdf formats for your use,
- 250 printed copies of *Chiefline* for your use, and
- CCSSO will provide 4-7 related articles focusing on current education news in the content area highlighted in the newsletter.

To view a sample *Chiefline* special edition, please [click here](#).

CHIEFLINE SPECIAL EDITION ON COMPREHENSIVE DATA SYSTEMS

CCSSO will publish a *Chiefline* Special Edition on Comprehensive Data Systems in conjunction with the May 4-6, 2009 Education Information Management Advisory Consortium (EIMAC) meeting.

One *Chiefline* special edition is available for a partner to sponsor for electronic distribution to Chiefs, Deputies, Federal Liaisons, and Public Information Officers on Thursday, April 30. Printed copies of the *Chiefline* special edition will also be given to every EIMAC meeting attendee. Participants at the EIMAC meeting include Education and Special Education Data Managers, Assessment Directors, NAEP Coordinators, Chief Information Officers, and Assistant Secretaries of Data and/or Assessment.

The cost of this sponsorship and marketing opportunity is \$10,000.

TECHNICAL INFORMATION AND DEADLINES

Item	Information	Submission and Deadline
Article content	Three 300–350 word articles supplied by your organization (edited by CCSSO)	Wednesday, April 15 E-mail to paulf@ccsso.org and carrieh@ccsso.org
Logo Submission	<ul style="list-style-type: none">• Image files must be jpg or gif• Image dimensions be within 150px W x 60px H• File types flash, bmp and pdf are not supported• can be static or animated• can be hyperlinked (URL supplied by you)	Friday, April 17 E-mail to paulf@ccsso.org
Banner Messages	<ul style="list-style-type: none">• Image files must be jpg or gif• Image dimensions must be within 486px W x 80px H• File types flash, bmp and pdf are not supported• can be static or animated• can be hyperlinked (URL supplied by you)	Friday, April 17 E-mail to paulf@ccsso.org
Boilerplate	Your organization's standard boilerplate language will be included in the sidebar of Chiefline	Friday, April 17 Email to paulf@ccsso.org
Printed Copies	Remaining copies of the newsletter not used at the eimac meeting will be sent to you.	Sent by Friday, May 8
Electronic Copies	Pdf and html e-mailed to organization	Sent by Friday, May 8

CCSSO reserves the right to edit partner articles to fit the special edition's content and space requirements. For more information, please contact Carrie Heath at carrieh@ccsso.org.