



**MEDIA
PLANET**

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AUTISM

RAISING AWARENESS AND SUPPORT

INTRODUCTION

Mediaplanet will publish the Special Interest Report "Autism" in the Chicago Tribune May 21, 2010 in 540,000 printed copies to 1.3 million highly targeted readers. As of 2010, one percent of the population of children in the U.S. ages 3–17 have an autism spectrum disorder with a prevalence estimated at 1 in 110 births. As a result, autism is the fastest-growing developmental disability. The striking figure of \$60 billion in annual cost along with the fact that 60 percent of costs are in adult services is staggering. In addition, the cost of autism over the lifespan is 3.2 million dollars per person. However, the amount for lifelong care can be reduced by 2/3 with early diagnosis and intervention. Through treatments, early detection, and increased education, we can raise awareness, create support, improve the quality of life and help find a cure.

AIM

The purpose of this report is to bridging the educational gap for the public on autism while increasing awareness on diagnosis and treatment. This publication will deliver a hard-hitting message focusing on therapies, emerging technologies, and how each of us can do our part to raise awareness. This report will serve as a benchmark for qualitative journalism and a platform for companies and organizations interested in positioning themselves as a potent resource and solution to this often life altering disorder.

EDITORIAL SYNOPSIS

- Importance Of Autism Research
- Early Detection, New Treatments
- ABA Therapy
- Tests And Diagnosis
- Insurance And Funding
- Neuropsychologists/Developmental Pediatricians
- Programs/Options
- Living With Autism
- Autism Law And Advocacy
- Adults With Autism

CONTACT

I am convinced that you will see the benefits of participating in our "Autism" report and sharing your expertise. I am available to answer any questions you may have in regards to sponsorships and editorial content, so please do not hesitate to contact me for further information.

Kind regards,

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