



2017-2018 CALENDAR CAAEYC MEDIA KIT



caaeyc

California Association for the Education of Young Children

ADVERTISING RATES, SPECS AND DEADLINES

CAAEYC DEMOGRAPHICS

CAAEYC serves and represents more than 5,000 early care and education professionals; this includes, administrators, teachers and purchasers of the products and services for facilities and families. Early childhood programs in California is a multi-BILLION dollar industry.

The California Association for the Education of Young Children (CAAEYC) is pleased to announce our publication program for 2017-2018. Your organization will be able to efficiently maximize your marketing dollars through CAAEYC's uniquely targeted advertising program that offers:

YEAR-ROUND EXPOSURE

To more than 5,000 CAAEYC members via print and digital media

SPECIAL DISCOUNT PACKAGES

For advertisers who participate in multiple CAAEYC publications

FREQUENCY, BRAND RECOGNITION OR TARGET MARKET

Optimize your marketing through one or many of CAAEYC's publications:

- *Connections* Journal
- Annual Conference Program
- *eConnections* e-newsletter
- CAAEYC 2018-2019 Calendar for Early Childhood Educators

FOR ADVERTISING
QUESTIONS, CONTACT:

California AEYC
950 Glenn Drive, Suite 150
Folsom, CA 95630

info@caeyc.org
(916) 486-7750 (phone)
(916) 486-7765 (fax)

OFFICIAL PUBLICATIONS

- **CONNECTIONS JOURNAL:** Full color journal; biannual publication; 5,000+ circulation
- **CAAEYC 2018 CONFERENCE & EXPO PROGRAM:** Full color comprehensive guide for CAAEYC *Leadership Day and Annual Conference & Expo*; 2,000+ circulation (30% nonmembers)
- **CAAEYC 2018-2019 CALENDAR FOR EARLY CHILDHOOD EDUCATORS:** Full color academic calendar used throughout the year as a reference guide; 5,000+ circulation
- **eCONNECTIONS NEWSLETTER:** Bimonthly electronic newsletter, latest news; 5,000+ readers

COST SAVING ADVERTISING PROMOTION

Contract for 2 print ads in *Connections Journal* and 6 electronic issues of *eConnections*. Receive 2x rate for *Connections* and pay only \$100 for each ad in *eConnections*. **That's only \$600 for one year of eConnections ads and a savings of \$2,280 off normal rates!!**

PUBLICATION DEADLINES

Connections Journal – Winter/Spring 2018
Published: 2/12/18
(space: 12/15/17; art: 1/12/18)

Conference Program 2018
Published: 4/9/18
(space: 2/23/18; art: 03/16/18)

Academic Calendar
Published: 4/9/18
(space: 2/23/18; art: 03/16/18)

Connections Journal – Summer/Fall 2018
Published: 9/28/18
(space: 8/17/18; art: 8/31/18)

eConnections Space must be reserved no later than the first business day of the month of publication. Published bimonthly on the 15th of each month (*Feb, Apr, Jun, Aug, Oct and Dec*).

AD SPECIFICATIONS

PRINT ADS Size (W x L)

Back Cover-Connections only
(no bleed-print size)8.5" x 8.75"
(artwork with 0.25" bleed) 9" x 9.25"

Inside or Back Cover
(no bleed-print size)8.5" x 11"
(artwork with 0.25" bleed)9" x 11.5"

Full page
(no bleed-print size)8.5" x 11"
(artwork with 0.25" bleed)9" x 11.5"

1/2 page
(horizontal)8" x 5.125"
(vertical) 3.875" x 10.5"

1/4 page
(vertical only)..... 3.875" x 5.125"

"Own a Month" in Calendar 7.5" x 1.36"

eCONNECTIONS DIGITAL AD

Banner 580px x 100px

- Artwork must match the dimensions shown.
- Print ads should be sent as a JPG or PDF file at 300dpi.
- Screen ads should be submitted as JPG files at 72dpi.

PUBLICATION RATES

Connections Journal	1x	2x
Cover(s); 4-color	\$1,700	\$1,400
Full page, BW	1,200	960
1/2 page, BW	800	640
1/4 page, BW	400	320

Conference Program Exhibitor or 2x Advertiser*

Cover(s); 4-color	\$1,100
Full page, BW	670
1/2 page, BW	450
1/4 page, BW	220

*Conference program advertisers not meeting this criteria will be charged an additional 25%.

4-color: \$400 per insertion
Color rate sale. Save up to 75%!

eConnections Newsletter	1x	6x
Banner (color ad and live link)	\$530	\$480

Ad Options-Special position:
15% surcharge per insertion

2018-2019 Academic Calendar

Cover(s); 4-color	\$1,200
Full page, BW	\$770
1/2 page, BW	\$550
1/4 page, BW	\$320
**Banner ad (Own a Month)	\$500

***Own a Month" of the year in the Calendar section of your choice. Advertisers who advertise in the Academic Calendar with a 1/2 page or larger ad can also select a month to "own" in the Calendar **for only \$150**. Your "Own a Month" banner ad will be the only ad on the 2-page spread. In addition, an "owner" can select one of the days to make an announcement via CAAEYC's promotional e-communications.

If not an advertising in the Calendar, the cost to "Own a Month" is \$500. Only one owner for each calendar month.



AD PAYMENT & CONTRACT/ARTWORK SUBMISSION

Ads may be paid by credit card or check **payable to CAAEYC**. All payments via check must be in United States dollars and drawn on a United States bank. Multiple insertions may be paid individually. Payments must be received no later than one week after artwork deadline.

Please submit all payments, contracts, insertion orders, confirmations and artwork to:

CAAEYC Advertising & Media

info@caeyc.org • (916) 486-7750 • (916) 486-7765 fax • 950 Glenn Drive, Suite 150, Folsom, CA 95630



California Association for the Education of Young Children

ADVERTISING CONTRACT INSERTION ORDER

Date _____

THE CALIFORNIA ASSOCIATION for the EDUCATION OF YOUNG CHILDREN is authorized to insert advertising for

_____ as specified below and in accordance with the rates and terms of the 2017-2018 RATE CARD. For a frequency discount, specify the number of insertions to be contracted for and placed within one year of the starting issue.

SPECIFICATIONS: Number of PRINT Ad Insertions _____ Starting Issue _____

Number of SCREEN Ad Insertions _____ Starting Issue _____

Comments _____

OFFICIAL PUBLICATIONS

Check the ad size for each

	Cover(s)	Full	1/2*	1/4	Ad Cost
Connections Journal –Winter/Spring 2018	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
Conference Program –2018	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
Connections Journal –Summer/Fall 2018	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
2018-2019 Academic Calendar**	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____

**Calendar "Own a Month" (check a month below – confirm availability first)

Jan Feb Mar Apr May Jun July Aug Sept Oct Nov Dec

Print Ad Total \$ _____

eConnections Ad–Banner

(check month) Feb Apr Jun Aug Oct Dec

_____ x _____ = **Screen Ad Total \$** _____
Screen ad quantity Cost per insertion

Print and Screen Ad Total \$ _____

Agreed to by: Advertiser _____

Contact _____

Signature _____

Billing Address _____

City _____ State _____ Zip _____

Phone (_____) _____

E-Mail _____

Website _____

Accepted by _____ (for CAAEYC)

AD DETAILS

Color or B/W:

4-Color Black & White

1/2 page ad shape:

Vertical Horizontal

1/4 page ad shape:

Vertical

Please Specify:

Electronic artwork will be supplied as specified

Pick up previous artwork

This is a legally binding contract. In signing, the advertiser agrees to abide by the contract and fulfill their obligation to pay CAAEYC for all insertions on this contract. Payment must be received no later than one week after artwork deadline; payable to CAAEYC, and sent to 950 Glenn Drive, Suite 150, Folsom, CA 95630. Multiple insertions may be paid individually with each issue. No agency commissions. Proof of insertion will be provided to the advertiser. Publisher reserves the right to hold advertisers and their advertising agencies responsible for all charges and costs. The advertiser and advertising agency agree to indemnify and hold the publisher and their representatives harmless from any liability by reason of the content of the advertising herein contracted for, including both text and illustration in addition to delays in delivery and/or nondelivery. Artwork changes will be accepted until the closing date; thereafter, previous artwork will be inserted— if not available a 75% fee will be charged. All advertising is subject to the publisher's approval. If more or fewer ads are used than specified in this order, adjustments will be made based on the current rates. No cash refunds will be made. Forwarding of an order is acceptance of all rates and conditions in effect at the time of receipt of the order.

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