

# 2022-23 CAAIEYC MEDIA KIT



California Association for the Education of Young Children

**ADVERTISING  
RATES,  
SPECS AND  
DEADLINES**

## CAAIEYC DEMOGRAPHICS

CAAIEYC serves and represents more than 3,000 early care and education professionals; this includes, administrators, teachers and purchasers of the products and services for facilities and families.

The California Association for the Education of Young Children (CAAIEYC) is pleased to announce our publication program for 2021-2022. Your organization will be able to efficiently maximize your marketing dollars through CAAIEYC's uniquely targeted advertising program that offers:

### **YEAR-ROUND EXPOSURE**

To more than 3,000 CAAIEYC members via print and digital media

### **FREQUENCY, BRAND RECOGNITION OR TARGET MARKET**

Optimize your marketing through one or both of CAAIEYC's publications:

- Annual Conference Program
- *eConnections* e-newsletter

**FOR ADVERTISING  
QUESTIONS, CONTACT:**

California AEYC  
3620 American River Drive, Suite 230  
Sacramento, CA 95864

info@caeyc.org  
(916) 486-7750 (phone)  
(916) 294-0415 (fax)

## OFFICIAL PUBLICATIONS

- CAAIEYC 2023 CONFERENCE & EXPO PROGRAM:**  
 Full color comprehensive guide for CAAIEYC *Leadership Day and Annual Conference & Expo*; 1,200+ circulation (20% nonmembers)
- eCONNECTIONS NEWSLETTER:** Electronic newsletter is published three times a year; 3,000+ readers

## PUBLICATION DEADLINES

### Conference Program 2023

Published: 4/10/23  
 Space: 3/13/23  
 Art: 3/20/23

### eConnections – Winter 2023

Published: 3/31/23  
 Space: 3/3/23  
 Art: 3/14/23

### eConnections – Spring 2023

Published: 5/19/23  
 Space: 4/1/23  
 Art: 4/24/23

### eConnections – Summer 2023

Published: 6/30/23  
 Space: 5/9/23  
 Art: 6/1/23

## COST SAVING ADVERTISING PROMOTION

Contract for one (1) print ad in the **Conference Program** and three (3) electronic issues of *eConnections*. Receive a 15% discount on Conference Program ad and pay \$480 for each ad in *eConnections*.

**That's a \$360 savings for one year of eConnections ads.**

## AD SPECIFICATIONS

### CONFERENCE PROGRAM

#### Size (W x L)

#### Back Cover

no bleed-print size..... 8.5" x 11"  
 artwork with 0.25" bleed..... 9" x 9.25"

#### Inside Cover or Inside 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"

#### 1/4 page

vertical only..... 3.875" x 5.125"

### 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

Conference Program (print/online)	Rates	
<i>(B/W or Color ad and live link)</i>		
<b>Cover(s); 4-color</b> (3 covers available)		\$1,275
Full page, B/W		\$750
Full page Color		\$950
1/2 page, B/W		\$550
1/2 page Color		\$750
1/4 page, B/W		\$300
1/4 page Color		\$500
<b>eConnections Newsletter</b>	1x	3x
Banner (color ad and live link)	\$600	\$510 (ea)



## AD PAYMENT & CONTRACT/ARTWORK SUBMISSION

Ads may be paid by credit card or check **payable to CAAIEYC**. 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:

**CAAIEYC Advertising & Media**

**info@caeyc.org • (916) 486-7750 • (916) 294-0415 fax • 3620 American River Drive, Suite 230, Sacramento, CA 95864**



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 2022-2023 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 DIGITAL only Ad Insertions \_\_\_\_\_ Starting Issue \_\_\_\_\_

Comments \_\_\_\_\_

**OFFICIAL PUBLICATIONS**

Check the ad size for each

	Cover(s)	Full	1/2	1/4	Ad Cost
<b>Conference Program</b> –2023 (Color)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
<b>Conference Program</b> –2023 (B/W)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____

**Print Ad Total \$** \_\_\_\_\_

**eConnections Ad**–Banner

(check month)  Winter  Spring  Summer

\_\_\_\_\_ 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 CAAIEYC)

**AD DETAILS**

**Full Page**

4-Color  Black & White

**1/2 page (Horizontal)**

4-Color  Black & White

**1/4 page (Vertical)**

4-Color  Black & White

**Please Specify:**

Electronic artwork will be supplied as specified

This is a legally binding contract. In signing, the advertiser agrees to abide by the contract and fulfill their obligation to pay CAAIEYC for all insertions on this contract. Payment must be received no later than one week after artwork deadline; payable to CAAIEYC, and sent to 3620 American River Drive, Suite 230, Sacramento, CA 95864. 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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