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 2019-2020. 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 Digital Journal
- Annual Conference Program
- eConnections e-newsletter

FOR ADVERTISING QUESTIONS, CONTACT:
California AEYC
950 Glenn Drive, Suite 150
Folsom, CA 95630

info@caeyc.org
(916) 486-7750 (phone)
(916) 294-0415 (fax)
**CONNECTIONS DIGITAL JOURNAL:** Full color digital journal; biannual publication; 5,000+ circulation

**CAAEYC 2020 CONFERENCE & EXPO PROGRAM:** Full color comprehensive guide for CAAEYC Leadership Day and Annual Conference & Expo; 1,700+ circulation (30% nonmembers)

**eCONNECTIONS NEWSLETTER:** Bimonthly electronic newsletter, latest news; 5,000+ readers

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**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!

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**AD SPECIFICATIONS**

<table>
<thead>
<tr>
<th>PUBLICATIONS</th>
<th>Size (W x L)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Back Cover-Connections only</td>
<td></td>
</tr>
<tr>
<td>no bleed-print size .................. 8.5” x 8.75”</td>
<td></td>
</tr>
<tr>
<td>artwork with 0.25” bleed ................ 9” x 9.25”</td>
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<tr>
<td>Inside or Back Cover</td>
<td></td>
</tr>
<tr>
<td>no bleed-print size .................. 8.5” x 11”</td>
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</tr>
<tr>
<td>artwork with 0.25” bleed ................ 9” x 11.5”</td>
<td></td>
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<tr>
<td>Full page</td>
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<tr>
<td>no bleed-print size .................. 8.5” x 11”</td>
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</tr>
<tr>
<td>artwork with 0.25” bleed ................ 9” x 11.5”</td>
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</tr>
<tr>
<td>1/2 page</td>
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<tr>
<td>horizontal ................................ 8” x 5.125”</td>
<td></td>
</tr>
<tr>
<td>vertical ................................ 3.875” x 10.5”</td>
<td></td>
</tr>
<tr>
<td>1/4 page</td>
<td></td>
</tr>
<tr>
<td>vertical only .......................... 3.875” x 5.125”</td>
<td></td>
</tr>
<tr>
<td>eCONNECTIONS DIGITAL AD</td>
<td></td>
</tr>
<tr>
<td>Banner .................................. 580px x 100px</td>
<td></td>
</tr>
</tbody>
</table>

- 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.

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**PUBLICATION RATES**

**Connections Digital Journal** (online) 
(B/W or Color ad and live link)

- Cover(s): 4-color: $1,700 $1,400 (B/W or Color ad and live link)
- Full page, B/W: 1,200 960
- 1/2 page, B/W: 800 640
- 1/4 page, B/W: 400 320

**Conference Program** (print/online) 
(B/W or Color ad and live link)

- Cover(s): 4-color: $1,100
- Full page, B/W: 670
- 1/2 page, B/W: 450
- 1/4 page, B/W: 220

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

**eConnections** (color ad and live link)

- Banner: $530 $480

**Ad Options–Special position:**

15% surcharge per insertion

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**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) 294-0415 fax • 950 Glenn Drive, Suite 150, Folsom, CA 95630
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 2019-2020 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 _______________________________________________________________________________________________________
_________________________________________________________________________________________________________________

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.

ADVERTISING CONTRACT
INSERTION ORDER

DATE __________________________