

2021-22 CAAAYC MEDIA KIT



California Association for the Education of Young Children

**ADVERTISING
RATES,
SPECS AND
DEADLINES**

CAAAYC DEMOGRAPHICS

CAAAYC 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 (CAAAYC) is pleased to announce our publication program for 2021-2022. Your organization will be able to efficiently maximize your marketing dollars through CAAAYC's uniquely targeted advertising program that offers:

YEAR-ROUND EXPOSURE

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

SPECIAL DISCOUNT PACKAGE

For advertisers who participate in both CAAAYC publications

FREQUENCY, BRAND RECOGNITION OR TARGET MARKET

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

- 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)

OFFICIAL PUBLICATIONS

- CAAAYC 2022 CONFERENCE & EXPO PROGRAM:**
 Full color comprehensive guide for CAAAYC *Leadership Day and Annual Conference & Expo*; 1,300+ circulation (20% nonmembers)
- eCONNECTIONS NEWSLETTER:** Quarterly electronic newsletter, latest news; 3,000+ readers

PUBLICATION DEADLINES

Conference Program 2022

Published: 4/15/22
 Space: 3/4/22
 Art: 3/18/22

eConnections – Fall 2021

Published: 12/22/21
 Space: 11/9/21
 Art: 12/13/21

eConnections – Winter 2022

Published: 2/25/22
 Space: 1/7/22
 Art: 1/28/22

eConnections – Spring 2022

Published: 5/20/22
 Space: 4/1/22
 Art: 4/22/22

eConnections – Summer 2022

Published: 7/29/22
 Space: 6/10/22
 Art: 7/1/22

COST SAVING ADVERTISING PROMOTION

Contract for 1 print ad in the **Conference Program** and 4 electronic issues of **eConnections**. Receive 15% discount on Conference Program ad and pay \$450 for each ad in **eConnections**.

That's a \$500 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	
(B/W or Color ad and live link)		
Cover(s); 4-color (3 covers available)		\$1,250
Full page, B/W		\$725
Full page Color		\$925
1/2 page, B/W		\$525
1/2 page Color		\$725
1/4 page, B/W		\$275
1/4 page Color		\$475
eConnections Newsletter	1x	4x
Banner (color ad and live link)	\$575	\$515



AD PAYMENT & CONTRACT/ARTWORK SUBMISSION

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

CAAAYC Advertising & Media

info@caeyc.org • (916) 486-7750 • (916) 294-0415 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 2021-2022 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

Conference Program–2022 (Color) **Cover(s)** **Full** **1/2** **1/4** **Ad Cost**

Conference Program–2022 (B/W) _____

Print Ad Total \$ _____

eConnections Ad–Banner

(check month) Fall 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 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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