



# 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:**

Diana Granger  
Publisher's Advertising Representative

granger@cwo.com  
530.642.0111 (phone)  
530.622.6033 (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)
<b>Back Cover-Connections only</b>	
(no bleed-print size) . . . . .	8.5" x 8.75"
(artwork with 0.25" bleed) . . . . .	9" x 9.25"
<b>Inside or Back Cover</b>	
(no bleed-print size) . . . . .	8.5" x 11"
(artwork with 0.25" bleed) . . . . .	9" x 11.5"
<b>Full page</b>	
(no bleed-print size) . . . . .	8.5" x 11"
(artwork with 0.25" bleed) . . . . .	9" x 11.5"
<b>1/2 page</b>	
(horizontal) . . . . .	8" x 5.125"
(vertical) . . . . .	3.875" x 10.5"
<b>1/4 page</b>	
(vertical only) . . . . .	3.875" x 5.125"
<b>"Own a Month" in Calendar</b> . . . . .	7.5" x 1.36"
<b>eCONNECTIONS DIGITAL AD</b>	
Banner . . . . .	580px x 100px
<ul style="list-style-type: none"> <li>• Artwork must match the dimensions shown.</li> <li>• Print ads should be sent as a JPG or PDF file at 300dpi.</li> <li>• Screen ads should be submitted as JPG files at 72dpi.</li> </ul>	

## PUBLICATION RATES

Connections Journal	1x	2x
<b>Cover(s); 4-color</b>	\$1,700	\$1,400
Full page, BW	1,200	960
1/2 page, BW	800	640
1/4 page, BW	400	320
<b>Conference Program</b>	<i>Exhibitor or 2x Advertiser*</i>	
<b>Cover(s); 4-color</b>	\$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%.		
<b>4-color: \$400 per insertion</b>		
<b>Color rate sale. Save up to 75%!</b>		
<b>eConnections Newsletter</b>	1x	6x
Banner (color ad and live link)	\$530	\$480
<b>Ad Options-Special position:</b>		
15% surcharge per insertion		

### 2018-2019 Academic Calendar

<b>Cover(s); 4-color</b>	\$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:

**Diana Granger, CAAEYC Publisher's Advertising Representative**  
granger@cwo.com • (530) 642-0111 • (530) 622-6033 fax • 1347 Martin Lane, Placerville, CA 95667



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
<b>Connections Journal</b> –Winter/Spring 2018	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
<b>Conference Program</b> –2018	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
<b>Connections Journal</b> –Summer/Fall 2018	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
<b>2018-2019 Academic Calendar**</b>	<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 1347 Martin Lane, Placerville, CA 95667. 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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