



ADVERTISING RATES, SPECS AND DEADLINES #2010-A

OFFICIAL PUBLICATIONS

Demographics: CAEYC serves and represents more than 8,000 early care and education professionals; this includes, administrators, teachers and the purchasers of the products and services for facilities and families. Early childhood programs in California is a multi- BILLION dollar industry.

■ **CONNECTIONS Journal:** Full color journal; Bi-annual publication; 8,000+ circulation

■ **CAEYC 2010 CONFERENCE & EXPO Program:** Full color comprehensive guide for CAEYC *Leadership Day and Annual Conference & Expo*; 5,200+ circulation (30% nonmembers)

■ **eCONNECTIONS Newsletter:** Monthly electronic newsletter, latest news; 8,000+ readers

OFFICIAL PUBLICATIONS

Connections Journal

	1x	2x
Cover(s); 4-color	\$2,000	\$1,700
Full page, BW	1,200	960
1/2 page, BW	800	640
1/4 page, BW	400	320

Conference Program

	<i>Exhibitor or 2x Advertiser**</i>	
Cover(s); 4-color	\$1,300	
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%.

eConnections Newsletter (color ad and live link)

	1x	6x	12x
Banner (color)	\$600	\$530	\$480
Square (color)	\$360	\$320	\$280*

Ad Options

- **4-color:** \$400 per insertion
- **Special position:** 15% surcharge per insertion

ISSUANCE & SPACE RESERVATION

	<u>PUBLISHED</u>
Connections Journal —Summer 2010 (space: 5/12/10; art: 5/21/10)	7/2/10
Connections Journal —Winter 2011 (space: 12/1/10; art: 12/19/10)	1/28/11
Conference Program (space: 1/21/11; art: 2/4/11)	3/4/11
Connections Journal —Summer 2011 (space: 5/13/11 art: 5/20/11)	7/1/11

eConnections Space must be reserved no later than the first business day of the month of publication. Published the 15th of each month.

2010-2011 COST SAVING ADVERTISING PROMOTION

Contract for two print ads in **Connections Journal** and 12 electronic issues of **eConnections**. Receive 2x rate for **Connections** and pay only \$100 for each ad in **eConnections***. (That's a savings of \$2,160!) Plus, you'll have more than 113,400 prospect "hits" after one year!

MECHANICAL REQUIREMENTS

PRINT ADS

Dimensions	Size (W x L)
Back Cover (no bleed)	8" x 8.25"
Back Cover (with bleed)-print size	8.5" x 8.75"
(artwork with 0.25" bleed)	9" x 9.25"
Inside Cover/Full page (no bleed)	8" x 10.5"
Inside Cover/Full page (with bleed)-print size	8.5" x 11"
(artwork with 0.25" bleed)	9" x 11.5"
1/2 page horizontal	8" x 5.125"
1/2 page vertical	3.875" x 10.5"
1/4 page vertical	3.875" x 5.125"

SCREEN ADS

Banner	580px x 100px
Square	230px x 230px

REPRODUCTION REQUIREMENTS

- 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.

AD PAYMENT

Ads can be paid by credit card or invoice. Payment is due by artwork deadline. (Some exceptions apply.) Multiple insertions can be paid individually. All payments must be received no later than one-week after published date. All payments will be **payable to CAEYC**. Non-credit card payments should be submitted to:
1347 Martin Lane, Placerville, CA 95667

Approval: Acceptance of advertising is subject to approval by publisher.

CONTRACT & ARTWORK SUBMISSION

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

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



ADVERTISING CONTRACT INSERTION ORDER

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 2010-2011 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: _____

PUBLICATIONS PRINT ADS						AD DETAILS
<i>Check the ad size for each</i>	Cover(s)	Full	1/2*	1/4	Print Ad	Color or B/W:
Connections Journal–Summer 2010	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/> 4-Color
Connections Journal–Winter 2011	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/> Black & White
Conference Program 2011	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____	*1/2 page ad shape:
Connections Journal–Summer 2011	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/> Vertical
Print Ad Total \$ _____						<input type="checkbox"/> Horizontal

SCREEN ADS

Screen ad size: Banner Square

Screen ad issues: Jan Feb Mar Apr May Jun
 Jul Aug Sep Oct Nov 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 _____

Web site _____

Accepted by _____ (for CAEYC)

This is a legally binding contract. In signing, the advertiser agrees to abide by the contract and fulfill their obligation to pay CAEYC for all insertions on this contract. Payment is due by artwork deadline; payable to CAEYC, and sent to 1347 Martin Lane, Placerville, CA 95667. Multiple insertions can be paid individually with each issue. No agency commissions. Payments must be received no later than one-week after published date. 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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