



ECEBC | early childhood
educators of BC

Advertising Rate Card 2017/2018

The Early Childhood Educator

REACH EARLY CHILDHOOD PROFESSIONALS ACROSS BC

Advertise in *The Early Childhood Educator* and reach early child educators, policy makers, instructors, and parents across British Columbia.

The Early Childhood Educator is the quarterly journal of the Early Childhood Educators of British Columbia (ECEBC). The journal is widely read and respected by the child care profession, including early childhood educators, family child care providers, administrators, college and university instructors and students, policy makers, and child care advocates. They read it for information on current issues, research, and policies in early childhood education, and ECEBC members share their journals with colleagues and students. Each issue is developed by an editorial committee of ECEBC members, and all articles are written and reviewed by child care professionals.

The Early Childhood Educator is:

- Distributed to over 1,500 members of ECEBC
- Has a pass-along readership of over 5,000 early childhood educators across the province
- Professionally edited and designed
- Published four times a year (February, May, August, and November)

DEADLINES AND DISTRIBUTION DATES

Issue	Advertising Deadline	Distribution Date
Fall 2017	September 15, 2017	Mid-November 2017
Winter 2018	December 6, 2017	Mid-February 2018
Spring 2018	March 15, 2018	Mid-May 2018
Summer 2018	June 15, 2018	Mid-August 2018
Fall 2018	September 15, 2017	Mid-November 2018
Winter 2019	December 5, 2018	Mid-February 2019

RATES

SIZE OF AD	1 ISSUE	2 ISSUES	3 ISSUES	4 ISSUES
Full Page	\$495/issue \$495 total	\$410/issue \$820 total	\$365/issue \$1095 total	\$330/issue \$1320 total
Half Page	\$330/issue \$330 total	\$300/issue \$600 total	\$250/issue \$750 total	\$220/issue \$880 total
Quarter Page	\$200/issue \$200 total	\$185/issue \$370 total	\$175/issue \$525 total	\$165/issue \$660 total
Eighth Page	\$105/issue \$105 total	\$100/issue \$200 total	\$90/issue \$270 total	\$80/issue \$320 total

ADVERTISING SPECIFICATIONS

Full Page 7.5 in (w) x 10 in (h)
Half Page 7.5 in (w) x 4.75 in (h)
Quarter Page 3.5 in (w) x 4.75 in (h)
Eighth Page 3.5 in (w) x 2.125 in (h) (business card size)

We accept maximum quality, high resolution PDF, TIF, or JPG files. Ads should be a minimum of 300 dpi at 100% size. All ads will be printed in black and white and must be saved in grey scale.

For more information, contact:
Christine Buttkus, ECEBC
at 604-709-6063 ext. 1
or e-mail membership@ecebc.ca
www.ecebc.ca