



ECEBC | early childhood
educators of BC

Advertising Rate Card 2014

The Early Childhood Educator

REACH EARLY CHILDHOOD PROFESSIONALS ACROSS BC

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

The Early Childhood Educator is the quarterly journal of the Early Childhood Educators of British Columbia (ECEBC). Each issue is developed by an editorial committee of ECEBC members, and all articles are written and reviewed by child care professionals.

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.

The Early Childhood Educator is:

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

DEADLINES AND DISTRIBUTION DATES

| Issue | Advertising Deadline | Distribution Date |
|--------------|-----------------------------|--------------------------|
| Spring 2014 | March 14, 2014 | Mid-May 2014 |
| Summer 2014 | June 16, 2014 | Late August 2014 |
| Fall 2014 | September 12, 2014 | Mid-November 2014 |
| Winter 2015 | December 12, 2014 | Mid-February 2015 |

RATES

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

For more information, or to place an ad, please contact:

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