



## ECEBC 2012 Conference Guide Advertising Rate Sheet

*Playing it Forward: Discovering the Wonder and Value of Authentic Play*

ECEBC's 41<sup>st</sup> Annual Conference

May 3 to 5, 2012

Radisson Hotel Vancouver Airport, Richmond BC

The Early Childhood Educators of British Columbia is offering advertising opportunities in our Conference Information Guide. The guide will be distributed to all delegates, speakers, trade and resource fair vendors and special guests at our conference in May (approximately 400 copies). Conference attendees will refer to this guide frequently throughout the three-day conference, and use it as a resource document when they return to their childcare centres, offices and homes.

Conference delegates include licensed early childhood educators, administrators, school age and family child care providers, students, ECEs from First Nations communities, instructors, research and policy analysts, and advocates.

<b>Outside Back Cover (Full Page)</b>	7.5 in (w) x 10 in (h)	\$450
<b>Inside Front Cover (Full Page)</b>	7.5 in (w) x 10 in (h)	\$425
<b>Inside Back Cover (Full Page)</b>	7.5 in (w) x 10 in (h)	\$400
<b>Full page</b>	7.5 in (w) x 10 in (h)	\$375
<b>Half Page</b>	7.5 in (w) x 4.75 in (h)	\$180
<b>Third Page</b>	7 in (w) x 3 ½ in (h)	\$125
<b>Quarter Page</b>	3.5 in (w) x 4.75 in (h)	\$95
<b>Eighth Page</b>	3.5 in (w) x 2.125 in (h)	\$60

**\*Book a full-page or half-page page ad in both the conference program and in the ECEBC Journal and get 10% off of both ads! Our advertising rate card for the journal is on page 3 of this document.**

### Advertising Specifications:

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

**Advertising Booking Deadline: February 10, 2012**

**Ad artwork Deadline: February 24, 2012**

Please book with Yasmin Irani, Membership Administrator

phone: 604.709.6063, ext. 1

email: [membership@ecebc.ca](mailto:membership@ecebc.ca)



**ECEBC** | early childhood  
educators of BC

## **Advertising Rate Card 2011/2012**

*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**

<b>Issue</b>	<b>Advertising Deadline</b>	<b>Distribution Date</b>
Winter 2012	January 13, 2012	Mid-February
Spring 2012	March 9, 2012	Mid-May
Summer 2012	June 15, 2012	Late August
Fall 2012	September 14, 2012	Mid-November

## RATES

SIZE OF AD	1 ISSUE	2 ISSUES	3 ISSUES	4 ISSUES
<b>Full Page</b>	\$495/issue	\$410/issue	\$365/issue	\$330/issue
	\$495 total	\$820 total	\$1095 total	\$1320 total
<b>Half Page</b>	\$330/issue	\$300/issue	\$250/issue	\$220/issue
	\$330 total	\$600 total	\$750 total	\$880 total
<b>Quarter Page</b>	\$200/issue	\$185/issue	\$175/issue	\$165/issue
	\$200 total	\$370 total	\$525 total	\$660 total
<b>Eighth Page</b>	\$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:

**Yasmin Irani, Membership Administrator**

phone: 604.709.6063, ext. 1

email: [membership@ecebc.ca](mailto:membership@ecebc.ca)

web: [www.ecebc.ca](http://www.ecebc.ca)