



ECEBC | early childhood
educators of BC

Advertising Rate Card 2010

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). 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 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
Winter 2010	January 15, 2010	Mid-February
Spring 2010	March 30, 2010	Mid-May
Summer 2010	June 29, 2010	Late August
Fall 2010	October 19, 2010	Mid-November

RATES

SIZE OF AD	1 ISSUE	2 ISSUES	3 ISSUES	4 ISSUES
Full Page	\$450/issue	\$375/issue \$750 total	\$333/issue \$1000 total	\$300/issue \$1200 total
Half Page	\$300/issue	\$275/issue \$550 total	\$230/issue \$690 total	\$200/issue \$800 total
Quarter Page	\$180/issue	\$170/issue \$340 total	\$160/issue \$480 total	\$150/issue \$600 total
Eighth Page	\$95/issue	\$90/issue \$180 total	\$80/issue \$240 total	\$75/issue \$300 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, contact:

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