



ECEBC | early childhood
educators of BC

Advertising Rate Card 2024/2025

The Early Childhood Educator, the professional journal of the Early Childhood Educators of BC

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 early care and learning professionals, 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 by early childhood educators and allied 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 October)

DEADLINES AND DISTRIBUTION DATES

Issue	Advertising Deadline	Distribution Date
Spring 2024	February 21, 2024	May 2024
Summer 2024	May 15, 2024	August 2024
Fall 2024	September 5, 2024	October 2024
Winter 2025	November 15, 2024	February 2025
Spring 2025	February 21, 2025	May 2025
Summer 2025	May 15, 2025	August 2025
Fall 2025	September 5, 2025	October 2025



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RATES

SIZE OF AD	1 ISSUE	2 ISSUES	3 ISSUES	4 ISSUES
Full Page Colour (inside front or back cover)	\$995/issue \$995 total	\$900/issue \$1,800 total	\$800/issue \$2,400 total	\$725/issue \$2,900 total
Full Page black and white	\$550/issue \$550 total	\$450/issue \$900 total	\$400/issue \$1200 total	\$360/issue \$1440 total
Half Page black and white	\$360/issue \$360 total	\$330/issue \$660 total	\$275/issue \$825 total	\$240/issue \$960 total
Quarter Page black and white	\$220/issue \$220 total	\$200/issue \$400 total	\$190/issue \$570 total	\$180/issue \$720 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)

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

For more information, contact:

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www.ecebc.ca