



**ECEBC** | early childhood  
educators of BC

## **Advertising Rate Card 2020/21**

*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 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 (January, April, July, and October)

### **DEADLINES AND DISTRIBUTION DATES**

<b>Issue</b>	<b>Advertising Deadline</b>	<b>Distribution Date</b>
Fall 2020	September 4, 2020	Mid-October 2020
Winter 2021	October 15, 2020	January 2021
Spring 2021	February 5, 2021	April 2021
Summer 2021	May 15, 2021	July 2021
Fall 2021	September 5, 2021	October 2021



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## 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 grey scale.

For more information, contact:

ECEBC

at 604-709-6063

or e-mail [mceli@ecebc.ca](mailto:mceli@ecebc.ca)

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