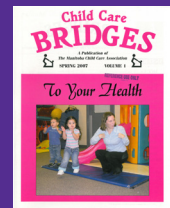
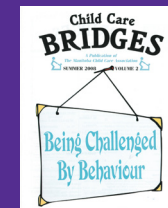
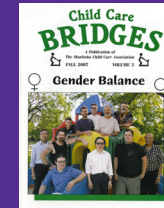


Child Care BRIDGES

is a quarterly publication of the Manitoba Child Care Association. It serves as a regular update of our work towards quality care and of issues and developments affecting children, families, child care programs, and early childhood educators in centres and family child care homes.

Child Care BRIDGES



Advertising Schedule



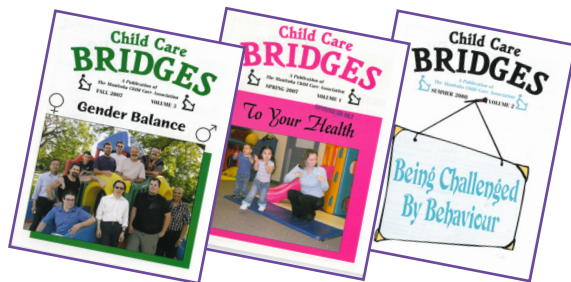
Manitoba Child Care
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Toll Free: 1-888-323-4676

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Child Care Bridges Advertising Policies

- All advertisements must be received prior to due date.
- Ads must be submitted in black and white camera ready, in PDF format, via email.
- Advertisers and agencies assume full responsibility for their advertisements and all claims arising there from.
- The publishers may at their discretion reject any advertisement for any reason, with no liability, even if the insertion order has been acknowledged.
- Unless other instructions are provided with the advertising contract, all material will be destroyed within 30 days of publication date.
- A signed advertising contract and payment must accompany all requests for advertising in order for the advertisement to be accepted for print.
- Cancellations MUST be received in writing, and will be accepted up to 14 days prior to the advertising deadline. An administration fee of \$50.00 will apply to all cancellations.
- Each advertiser/agency will receive a copy of the journal bearing their advertisement upon publication.



Advertising Deadlines

Publication Date	Submission Deadline
March - Spring Issue	January 1
June - Summer Issue	April 1
September - Fall Issue	July 1
December - Winter Issue	October 1
Circulation	over 3800

Ad size Options

Note: (H=Height and W=Width) some variations apply dependant upon size outlined below.

Business Card	3 1/2" W x 2" H	or	2" W x 3 1/2" H
1/4 Page	3 1/2" W x 4 1/2" H	or	2 1/2" H x 7" W
1/2 Page	7" W x 3 3/4" H	or	3 3/4" W x 7" H
Full Page	7" W x 9" H		

Inserts

Inserts are accepted for inclusion within the publication based on the following:

1. Single Sheet - 8 1/2" x 11" Insert
2. Multi Sheet - 8 1/2" x 11" Inserts

Rates for single sheet

8 1/2" x 11" Inserts

500 pieces	\$ 350.00
1000 pieces	\$ 550.00
Total circulation	\$ 1,700.00

Rates for multiple sheet

8 1/2" x 11" Inserts

Available upon request

* All inserts MUST meet the size standard

Ad Sizes and Price Schedule

Size	One Issue	Two Issues	Three Issues	Four Issues
Full Page	\$900	\$1700	\$2400	\$3000
1/2 Page	\$275	\$465	\$700	\$925
1/4 Page	\$160	\$280	\$400	\$520
Business Card	\$120	\$210	\$280	\$400

Front/back/cover not available

Contact Karen Gander, Child Care Bridges Editor, for more information: karengander@mccahouse.org
204-336-5062



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