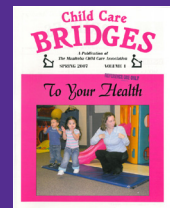
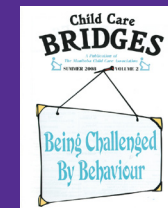
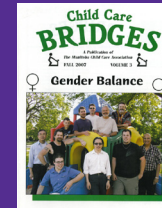


# Child Care BRIDGES

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  
Association

2350 McPhillips Street, 2nd Floor  
Royal Bank Building  
Winnipeg, Manitoba R2V 4J6  
Phone: (204) 586-8587

Toll Free: 1-888-323-4676

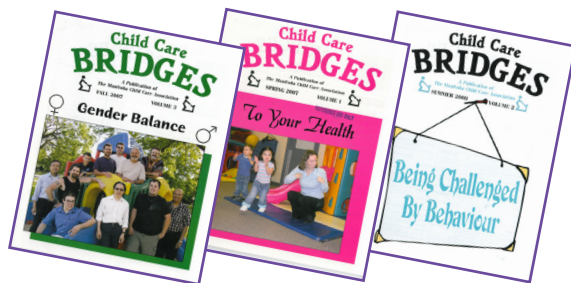
Karen Houdayer

Phone: (204) 336-5062

Fax: (204) 589-5613

## 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 said 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 4000           |

## 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 |
| 2/3 Page      | 2 3/4" W x 9" 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 centres       | \$ 500.00   |
| Total circulation | \$ 1,800.00 |

## 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     | \$1100    | \$1800     | \$2500       | \$3400      |
| 1/2 Page      | \$300     | \$500      | \$750        | \$950       |
| 1/4 Page      | \$180     | \$290      | \$410        | \$550       |
| Business Card | \$150     | \$210      | \$280        | \$325       |

Contact Karen Houdayer, Child Care Bridges Editor, for more information: [khoudayer@mccahouse.org](mailto:khoudayer@mccahouse.org)  
204-336-5062