

## ***Child Care Bridges Advertising***

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

**Circulation:** 4600+ (*entire membership*)      530 (*child care centres only*)

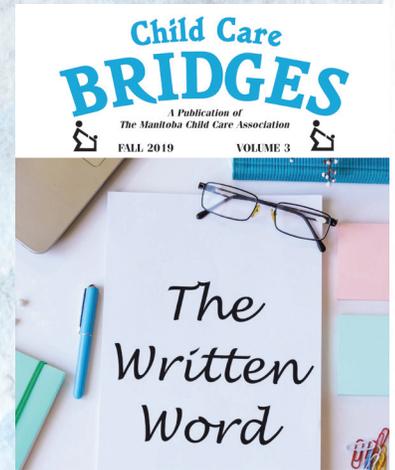
### **Advertising Deadlines:**

January 2 – March Release

July 1 – September Release

April 1 – June Release

October 1 – December release



### **Advertisement Options:**

Type	Size	One Issue	Two Issues	Three Issues	Four Issues
Full Page	7 w x 9 h	\$1100.00	\$1800.00	\$2500.00	\$3400.00
1/2 Page	7 w x 3-3/4 h	\$500.00	\$700.00	\$900.00	\$1100.00
1/4 Page	3-1/2 w x 4-1/2 h	\$275.00	\$400.00	\$500.00	\$800.00
Business Card	3-1/2 w x 2 h	\$200.00	\$300.00	\$400.00	\$500.00

**Inserts:** Your 8 ½ X 11 sheet will be inserted in the center of the magazine. You can choose to have your insert included in the entire circulation or for child care centres only. You will provide single sheet copies to MCCA, they can be double sided, colour or black and white.

**Cost:** \$500.00 Centres only    \$1500.00 Total Circulation

If you wish MCCA to do the copies, please call for price.

**Advertorial:** An advertorial is a newspaper or magazine advertisement giving information about a product in the style of an editorial or objective journalistic article. Contact MCCA for more information.

\$1000.00 (1 page)      \$1500.00 (2 pages)

### **Policies:**

- All advertisements must be received by deadline and in pdf format, via email.
- Advertisers and agencies assume full responsibility for their advertisements and all claims arising there from.
- MCCA may at our discretion reject any advertisement for any reason, with no liability, even if the ad has been confirmed.
- A signed advertising contract and payment must accompany all requests for advertising.
- Cancellations **MUST** be received in writing at least three weeks to the advertising deadline (*see above*). An administration fee of \$100.00 will kept and all other monies returned.
- Each advertiser will receive a copy of the issue their ad appears in (*hard copy or electronic*).

For more information or to place an ad in an upcoming issue of *Child Care Bridges* please contact the editor, Karen Kowalski at 204-336-5062 or [kkowalski@mccahouse.org](mailto:kkowalski@mccahouse.org).