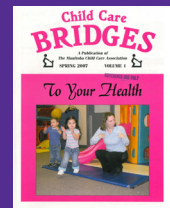
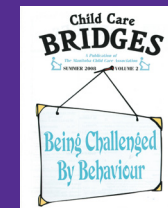
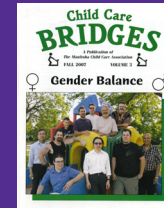


# Child Care BRIDGES

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 Brochure



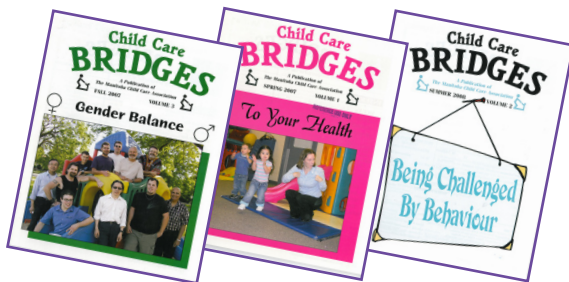
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# Child Care Bridges Advertising Policies

- All advertisements must be received prior to due date.
- Ads must be submitted in black and white or colour 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 3900

## 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 centres	\$ 400.00
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	\$3200
1/2 Page	\$300	\$500	\$715	\$1100
1/4 Page	\$180	\$290	\$410	\$550
Business Card	\$150	\$210	\$280	\$325

Contact Karen Houdayer, Child Care Bridges Editor, for more information:

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