

AJEC Media Kit

Advertising in **AJEC** provides an excellent medium to gain national exposure

Early Childhood Australia is a national peak non-government, non-profit organisation that advocates for the best interests of young children. Early Childhood Australia has a longstanding reputation as a quality-assured knowledge broker, supported by its ethical advertising standards.

Advertising with Early Childhood Australia ensures a valuable association with both a quality-assured publication and with our organisation, a respected peak body for the early childhood field.

AJEC, the Australian Journal of Early Childhood, is Early Childhood Australia's quarterly, 60-page, scholarly journal. In 30 years of publication, the Australian Journal of Early Childhood has established a respected reputation among early childhood practitioners and students as the leading early childhood journal in Australasia.

Advertising in AJEC will gain exposure to a wide and varied target market:

- early childhood academics and students
- early childhood teachers and directors
- preschools and junior primary schools
- childcare centres
- other professionals who work with children

Features and regular articles:

- Editorial by respected early childhood academics
- Latest research, innovations and developments
- Scholarly debate on early childhood issues
- Book reviews
- Regular themed editions

Readership Facts:

Circulation: 3,000
 Readership: 30,000
 Distribution: National



Publication Dates and Advertising Deadlines

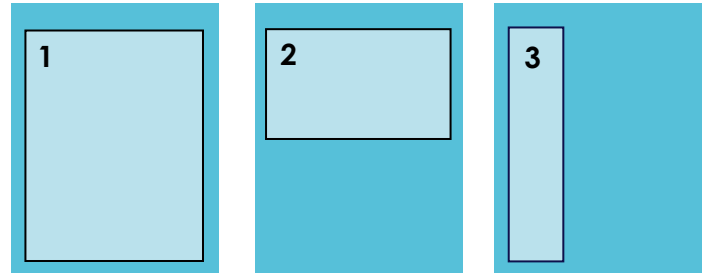
Vol.	Artwork Due	Distribution
Vol.35 No.1		
Booking 28/01/10	11/02/10	Mid March
Vol.35 No.2		
Booking 20/04/10	04/05/10	Early June
Vol.34 No.3		
Booking 23/07/09	30/07/09	Early September
Vol.34 No.4		
Booking 29/09/09	13/10/09	Mid November

Size	1 Issue	2 Issues	3 Issues	4 Issues
Full page	\$278	\$250 per issue	\$236 per issue	\$222 per issue
Half page	\$190	\$171 per issue	\$162 per issue	\$152 per issue
Third page	\$127	\$114 per issue	\$108 per issue	\$102 per issue
Insert (plus \$22 per 1000 mailing cost)	\$575	\$518 per issue	\$489 per issue	\$460 per issue

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1	Full page no bleed	146 x 210 mm
2	Half page horizontal	146 x 105 mm
3	One third page vertical	70 x 105 mm



Advertising conditions

A booking form **MUST** be faxed to Early Childhood Australia **BEFORE** artwork is provided. Bookings will only be accepted by using the Advertising Booking Form available on request or downloadable from our website www.earlychildhoodaustralia.org.au/ajec

All advertising material is subject to the approval of Early Childhood Australia management who reserve the right to decline advertising that is considered unsuitable for our publication.

All material must be supplied by the advertising copy deadline.

All advertisers receive a complimentary copy of each issue carrying their advertisements.

The four issues price applies when you book and confirm four issues in advance.

Advertisements in AJEC are only available in black and white.

Terms and contract regulations

Cancellation of a space reservation by the advertiser or agent will result in a fee of 15% of the dollar value of the reserved space.

The rates do not include agency commissions. Rates and specifications current as at October 2008. Rates are subject to change without notice. **All prices include GST.** The publisher assumes no liability for errors in artwork, costs or damages if for any reason the publisher fails to publish an advertisement or an issue. Early Childhood Australia's advertising policy states that 'no advertisements for products that would be harmful to families, children, and their environments will be accepted; claims made in advertisements are the responsibility of the advertiser'. The publisher reserves the right to exclude any advertising that in the publisher's opinion does not conform to the standards of the publication. The advertiser and its advertising agency shall be jointly liable for payment of all monies due and payable to the publisher. In consideration of the publication of an advertisement(s), the advertiser and/or agency will fully indemnify the publication against any claims(s) or suits(s) arising out of publication.

Artwork specifications

File formats: We accept artwork as either a PDF, JPEG or TIFF ONLY. Please note that we **CANNOT accept artwork as a WORD DOC.**

Resolution: We accept artwork at a minimum of 300 dpi. ECA cannot be held responsible for the reproduction of material that is at a lower resolution. Charges will be incurred if advertisements need to be altered to meet printing specifications.

Size: All material must be supplied at the correct size outlined in this media kit. Charges will be incurred if advertisements need to be altered to meet printing specifications.

Design: If these specifications are unable to be met, we are able to design your advert for an additional cost.

For further information on design costs please contact Early Childhood Australia's Publishing and Marketing section on (02) 6242 1800. **ECA owns copyright to all artwork produced by our art department.**