

Ask
us about
our package
deals

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 *Australasian Journal of Early Childhood*, is Early Childhood Australia's quarterly, 60-page, scholarly journal. In 30 years of publication, the *Australasian 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.37 No.1	Artwork Due	Distribution
Booking 08/02/12	22/02/12	Late March
Vol.37 No.2	Artwork Due	Distribution
Booking 11/04/12	25/02/12	Late May
Vol.37 No.3	Artwork Due	Distribution
Booking 20/06/12	04/07/12	Early August
Vol.37 No.4	Artwork Due	Distribution
Booking 24/10/12	07/11/12	Early December

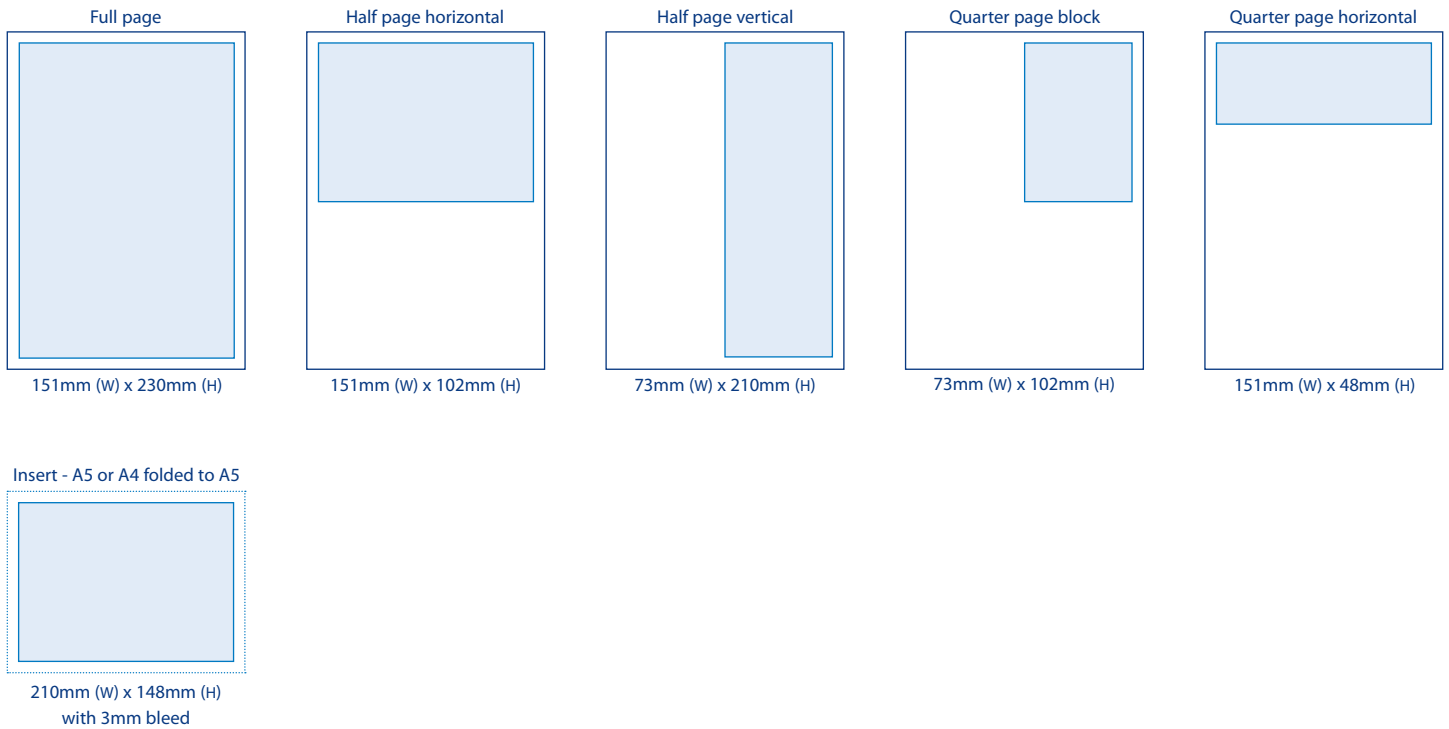
Advertisement Size	1 Issue (price is per issue)	2 Issues (price is per issue)	3 Issues (price is per issue)	4 Issues (price is per issue)
Full page	\$278	\$250	\$236	\$222
Half page vertical	\$190	\$171	\$162	\$152
Half page horizontal	\$190	\$171	\$162	\$152
Quarter page block	\$127	\$114	\$108	\$102
Quarter page horizontal	\$127	\$114	\$108	\$102
Insert (additional mailing cost of \$22 per 1,000 inserts)	\$575	\$518	\$489	\$460



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



Advertisement sizes and layouts



Advertising Conditions

An Advertising Booking Form **MUST** be received by Early Childhood Australia (ECA) **BEFORE** artwork is provided. A booking is only received by ECA when the customer is sent a confirmation. If no confirmation is sent to the customer the booking has not been received by ECA. The **Advertising Booking Form** is available to download from www.earlychildhoodaustralia.org.au/ajec. Bookings will only be accepted if the Advertising Booking Form provided by ECA is used. All advertising material must be supplied before the advertising deadline.

From **1 December 2010**, payment will be required for advertisements prior to distribution of the publication. When booking an advertisement or insert in any ECA publications, a tax invoice will be issued with the booking confirmation. The terms will be 30 days from date of invoice unless the ad is booked within 30 days of the artwork deadline. If bookings for advertisements or inserts are placed within 30 days of the artwork deadline, payment terms change and full payment will be required as per the artwork deadline. If this occurs, advertisers will be notified of the invoice due date when placing their booking. If payment is not received by the due date, advertisers will be contacted for immediate payment. Advertisements will be cancelled as a result of non-payment by the due date.

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

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

For all advertising enquiries and bookings please contact marketing@earlychildhood.org.au

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 advertisement for an additional cost.

For further information on design, please contact Early Childhood Australia's Publishing and Marketing section on (02) 6242 1800.

All artwork produced by Early Childhood Australia is subject to copyright.

Terms and Contract Regulations

Cancellation of a space reservation booked 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 December 2010. 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 claim(s) or suit(s) arising out of publication.

