



Media Kit 2011

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 long-standing reputation as a quality-assured knowledge broker, supported by its ethical advertising standards.

Everyday Learning Series

Early Childhood Australia's *Everyday Learning Series* provides wonderful suggestions about how to create positive learning environments for young children. The books draw upon the endless possibilities offered by everyday experiences.

By 'making the ordinary, extraordinary', the *Everyday Learning Series* is an invaluable resource for parents, grandparents and carers that assists them in maximising young children's play, exploration and discovery, and development within familiar environments.

Circulation: 7,000



Research in Practice Series

The *Research in Practice Series* is a practical, easy-to-read resource, offering effective new approaches for those challenging issues which arise in the care and education of young children. Early Childhood Australia's *Research in Practice Series* is an essential resource for those involved in the early childhood field. The books are idea-rich and to the point.

The *Research in Practice Series* focuses on the practical, 'hands-on' aspects of early childhood – making them ideally suited to early childhood workers.

Circulation: 3,000



ECA Catalogue

Early Childhood Australia's catalogues provide quarterly highlights of the latest high-quality books and resources for early childhood educators, carers and parents.

The catalogues feature clear and crisp design and often include special offers and discounts for Early Childhood Australia customers.

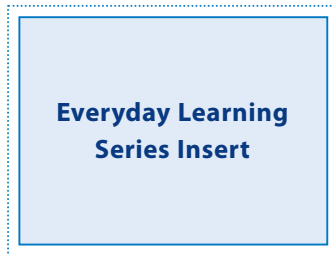
Circulation: 15,000



Gain national exposure through an insert in Early Childhood Australia publications

Insert sizes and layouts

A5 or A4 folded to A5



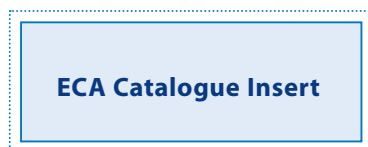
210mm (W) x 148mm (H)
with 3mm bleed

A5 or A4 folded to A5



210mm (W) x 148mm (H)
with 3mm bleed

Insert - DL



210mm (W) x 99mm (H)
with 3mm bleed

| ECA Publication for Insert | 1 Issue (price is per issue) | 2 Issues (price is per issue) | 3 Issues (price is per issue) | 4 Issues (price is per issue) |
|-----------------------------|------------------------------|-------------------------------|-------------------------------|-------------------------------|
| Everyday Learning Series | \$1,214 | \$1,092 | \$1,032 | \$971 |
| Research in Practice Series | \$1,012 | \$911 | \$860 | \$810 |
| ECA Catalogue | \$1,380 | \$1,242 | \$1,031 | \$971 |

Please note: Additional mailing cost of \$22 per 1,000 inserts

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.

ECA owns copyright to all artwork produced by our art department.

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.

