

Voice media kit

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

Voice is Early Childhood Australia's quarterly, four-page, full-colour newsletter. Voice provides our large membership base with a regular update of the early childhood field, covering topical national and international issues.

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

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

- early childhood teachers and directors
- preschools and junior primary schools
- early childhood academics and students
- parents, grandparents and other carers
- long day care
- family day care.

Features and regular articles

- Address by Early Childhood Australia's National President
- Recent policy information
- Submissions to Government
- Topical issues affecting children or the childcare industry.

Readership Facts:

Circulation: 15,000
 Readership: 60,000
 Distribution: National



Publication Dates and Advertising Deadlines

Issue	Artwork	Distribution
Issue 3 2009		
Booking 22/07/09	24/07/09	Late August
Issue 4 2009		
Booking 08/10/09	15/10/09	Early November
Issue 1 2010		
Booking 04/02/10	11/02/10	Mid March
Issue 2 2010		
Booking 21/04/10	28/04/10	Late May

Size	1 Issue	2 Issues	3 Issues	4 Issues
Half page	\$1034	\$931 per issue	\$879 per issue	\$827 per issue
Third page	\$863	\$777 per issue	\$734 per issue	\$690 per issue
Quarter page	\$689	\$620 per issue	\$586 per issue	\$551 per issue
Eighth page	\$459	\$413 per issue	\$390 per issue	\$367 per issue
Inserts (plus \$22 per 1,000 mailing cost)	\$1,380	\$1,242	\$1,173	\$1,104

For more information or to receive a review copy of Voice contact Early Childhood Australia on 1800 356 900 or email: marketing@earlychildhood.org.au www.earlychildhoodaustralia.org.au

Ask us about our package deals.

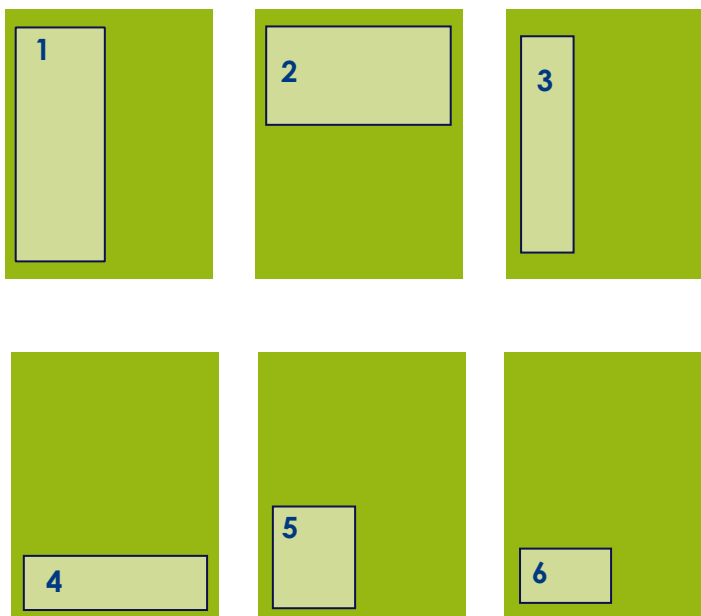


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Advertisement Sizes

1	Half page vertical 89(W) x 260(H) mm
2	Half page horizontal 186(W) x 129(H) mm
3	Third page vertical 58(W) x 260(H) mm
4	Quarter page horizontal 186(W) x 64(H) mm
5	Quarter page block 89(W) x 129(H) mm
6	Eighth page horizontal 89(W) x 64(H) mm
7	Inserts (DL) 99 x 210 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 www.earlychildhoodaustralia.org.au/voice

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 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.

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 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.