

2017 MEDIA KIT

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Australian Childcare Alliance
Queensland

www.qld.childcarealliance.org.au

Package deals also available if you book a conference booth!
Call us on 07 3808 2366 or send an email to qld@childcarealliance.org.au.

About us

Australian Childcare Alliance Queensland (ACA Qld) is a not-for-profit, member-funded organisation representing the private long day care sector in Queensland. ACA Qld supports over 700 long day care services across the state.

We advocate for the interests of children and families and we work on behalf of long day care service owners and operators to ensure that Queensland families have access to quality, affordable and accessible long day care.

We support our members by:

- ▶ being a reputable source of advice to government
- ▶ creating an active voice in the media
- ▶ acting as a one-stop-shop for industry experts and suppliers
- ▶ creating opportunities for early childhood professionals to interact, share and network with peers
- ▶ celebrating the contribution of early childhood educators
- ▶ providing products and services that support early childhood services and professionals

ACA Qld seeks to ensure that the industry's and members' interests in particular, are represented responsibly. We aim for all of our activities and operations to be presented to all stakeholders in a timely, professional and effective manner. We actively engage, lobby, create the tools, services and advice that our members need.

Advertising with ACA Qld offers many opportunities to promote products and services to approved providers and professionals in the private long day care industry.

As an advertiser, you will raise your profile by exhibiting your active involvement in the industry. The visibility of your involvement will create brand recognition and create an opportunity to expand your client base.



Early Edition Magazine

Increase your brand awareness and cement a place for your brand in the minds of influential decision makers in the early childhood education and care sector.

Advertising in ACA Qld's Early Edition magazine offers you an opportunity to promote products and services to approved providers and professionals in the private long day care industry.

Early Edition is an A4, full-colour magazine published quarterly by ACA Qld. The publication is reader-friendly, current, and features articles covering the ever-expanding childcare sector. It includes topics such as professional development, parent issues, health, research, legal and industrial issues, as well as state and federal developments.

The target audience for Early Edition spans Queensland early childhood professionals, approved providers, nominated supervisors and staff, academics, administrative and political arms of government, and other industry stakeholders.

Early Edition is distributed free of charge each quarter to all members, state and federal government contacts and industry stakeholders. The total distribution is approximately 900, with approximately 700 members of ACA Qld, and 200 other industry stakeholders.

The Autumn edition is distributed to all long day care services (approximately 1450 services) in Queensland.

Copy deadlines and publication dates for 2017 are:

Issue	Publication date	Booking deadline	Material deadline
Autumn 2017	6 March 2017	27 January 2017	3 February 2017
Winter 2017	19 June 2017	5 May 2017	12 May 2017
Spring 2017	18 September 2017	11 August 2017	18 August 2017
Summer 2017	4 December 2017	27 October 2017	3 November 2017



Contribute an article

ACA Qld welcomes articles from a variety of perspectives. The primary criterion is that articles in Early Edition provide a contemporary and informative contribution to the early childhood field and support the improved viability of our members.

ACA Qld encourages authors to submit articles regarding the following topics:

- ▶ Health and nutrition
- ▶ Literacy and numeracy
- ▶ Education resources, programs, planning and professional development
- ▶ Child protection and safety
- ▶ Technology and innovations in childcare
- ▶ Workplace health and safety
- ▶ Finance, business and property
- ▶ Human resources management

ACA Qld reserves the right to edit if required prior to publication. We will always endeavour to ensure you are satisfied with these edits. We reserve the right to exclude articles that in our opinion do not conform to the requirements.

Style: The style and tone of your article should be engaging and informative, but avoid using spoken language. Articles should be factual with the target audience kept in mind and NOT self promotional (advertorial).

Length: Articles should be approximately 600 words for a single page and approximately 900 words for a double page.

Images: Your own high resolution images or images with copyright permission or Creative Commons licenses are very welcome.

Please submit your article to claudette.cabilan@childcarealliance.org.au.

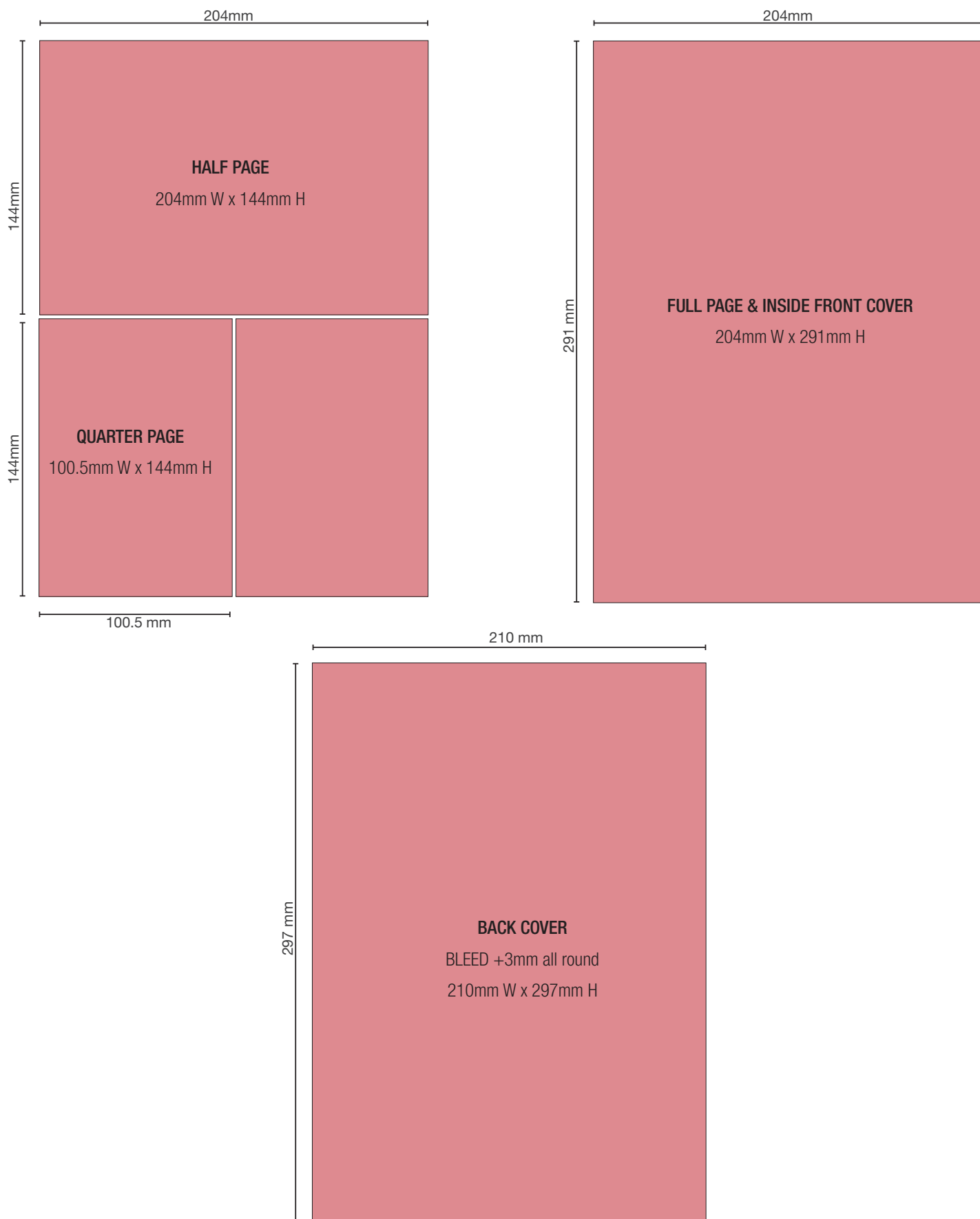
2017 advertising rates (all prices are per issue and include GST)

	Member		Other	
	Single	Annual (4)	Single	Annual (4)
Inside front cover	\$1,500	\$1,282	\$1,750	\$1,500
Back cover	\$1,670	\$1,452	\$1,920	\$1,670
Full page	\$1,392	\$1,210	\$1,600	\$1,392
1/2 page	\$835	\$726	\$959	\$835
1/4 page	\$500	\$436	\$575	\$500

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Specifications

Press ready PDF, CMYK, minimum type point size 7.



E-newsletter and other electronic communications

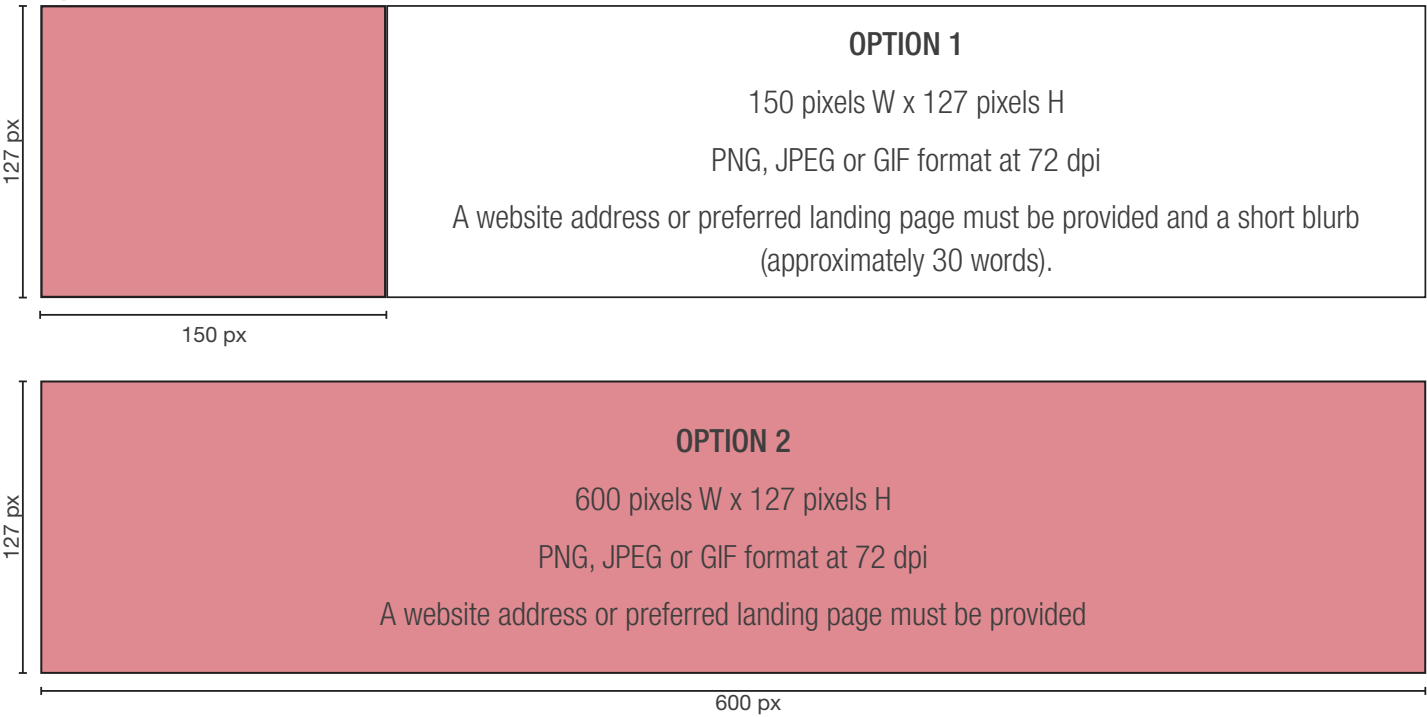
ACA Qld offers sponsors and associate members the opportunity to sponsor every member communication for one month. This includes:

- ▶ exclusive sponsorship of all electronic communications for one month
- ▶ a minimum of four communications with the sector each month to help reinforce your support for the sector
- ▶ detailed reports on open rates, clicks, forwarding and interaction

ACA Qld statistics exceed the industry standard for email communications with between 30 to 50 per cent of our audience interacting with each individual communication consistently. This is well above the industry standard of just 20 percent for similar campaigns.

This opportunity is valued at \$462 for members and \$550 for non-members and can only be offered to one sponsor each month.

Specifications



1 month (all prices include GST)	
Associate member	Other
\$462	\$550

A discount of 10% is available for booking more than one month.

Website

The ACA Qld website (www.qld.childcarealliance.org.au) provides the long day care sector in Queensland with a comprehensive collection of information about the childcare industry. It includes:

- ▶ updates on legislation and regulations
- ▶ member events, seminars and functions
- ▶ training opportunities
- ▶ latest news in the early childhood education and care sector
- ▶ a portal for accessing 'members only' content

The ACA Qld website has an average of 1200 visitors per month, and as such, provides a great platform for your brand to expand your audience and clientele.

Advertising is available on the bottom half of all pages of the ACA Qld website. Advertisers can promote their business, product or service by placing an advertisement with a link to their preferred website.

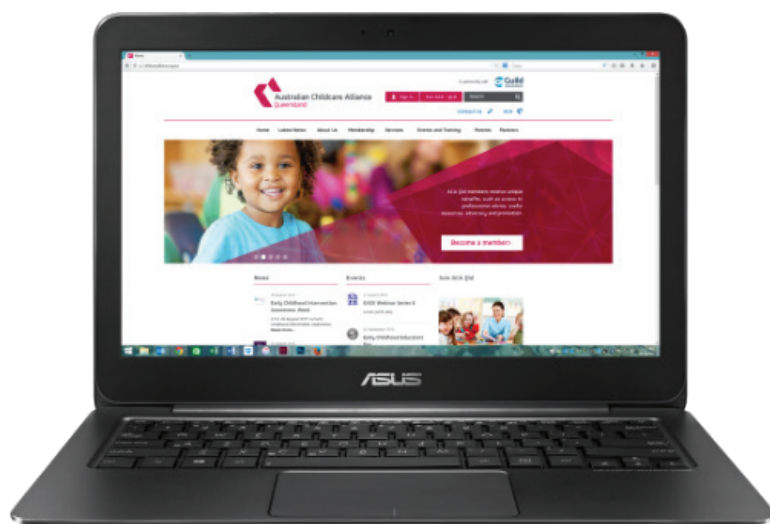
Advertisement positioning is controlled by ACA Qld editorial and production staff.

Specifications

Advertisements for the website must be supplied as a 72dpi image at 150 pixels wide x 120 pixels high—JPEG or GIF format.

Website 6 month advertising (all prices include GST)

Member	Other
\$231	\$275



ACA Qld Diary 2018 – NOT AVAILABLE

ACA Qld produces an annual diary that is distributed free of charge to all members as a membership benefit.

Additional copies are also sold to members and non-members throughout Australia. ACA Qld distributed more than 1300 copies of the 2017 diary, with distribution continuing to rise each year as our membership numbers grow.

The diary is a highly practical resource for services to record day-to-day information, and provides a valuable reference point for all educators and staff.

The contact details for all advertisers are listed in an Advertiser Directory for easy reference.

Various advertising options are available in the diary, as detailed in the following advertising rates. ACA Qld offers full page colour advertising to ensure your brand is represented in the best way.

Advertising bookings are requested by Friday 4 August 2017 for inclusion in the 2018 ACA Qld diary.

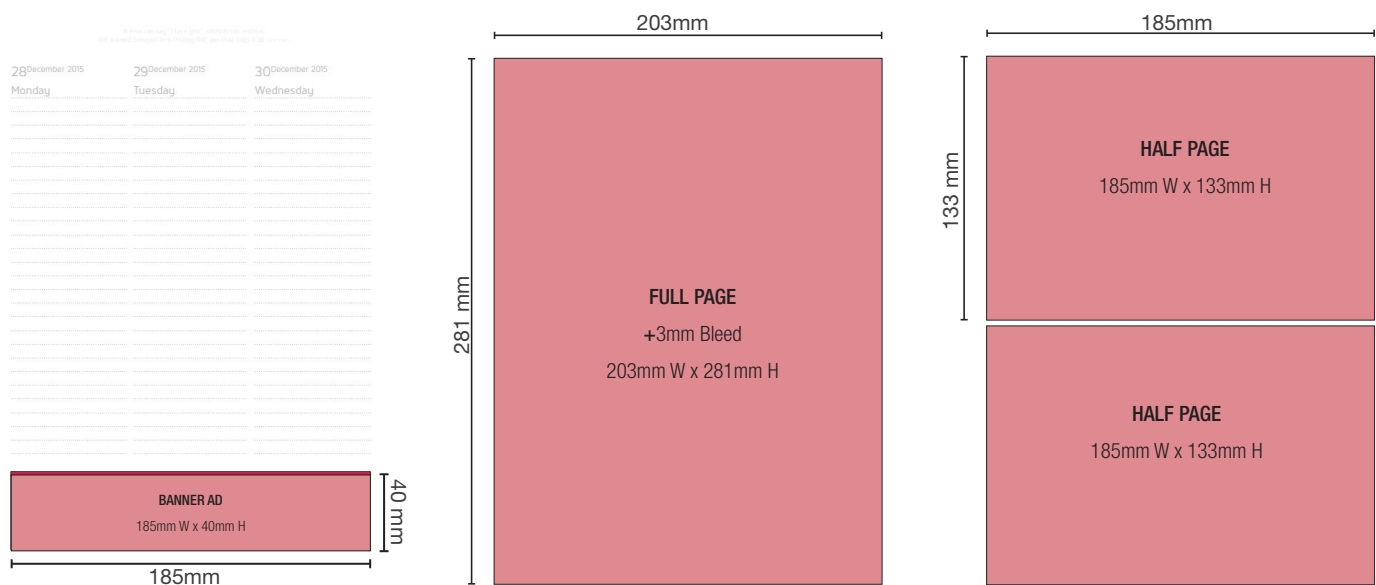
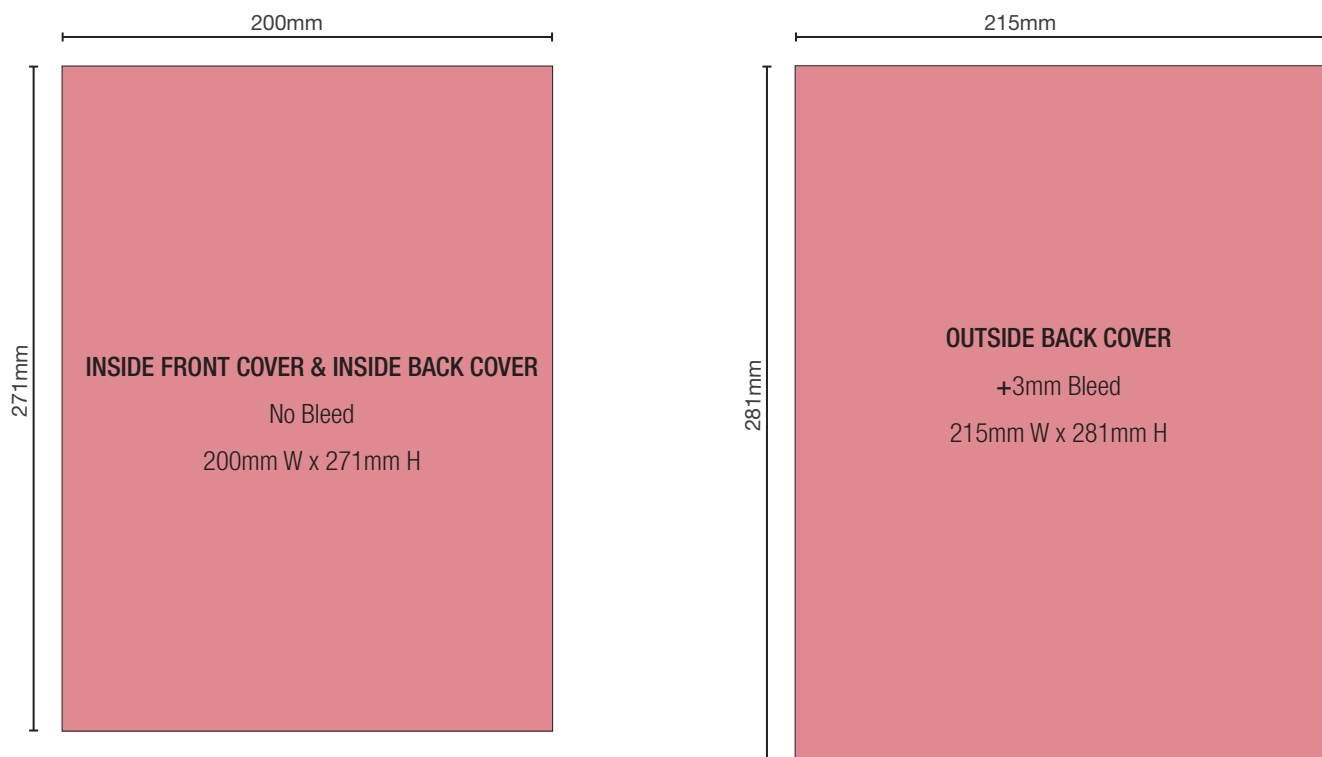
Material deadline is Friday 25 August 2017.

2018 advertising rates (all prices include GST)

Unit size	Member Rate	Other Rate
Back cover (colour)	\$1,452	\$1,670
Inside front cover (colour)	\$1,210	\$1,392
Inside back cover (colour)	\$1,210	\$1,392
Full page inside (colour)	\$1,149	\$1,320
Full page inside (black & white)	\$847	\$974
Half page inside (black & white)	\$545	\$627
Single banner (black & white)	\$182	\$209
4 or more banners (black & white)	\$143 per banner	\$165 per banner

Specifications

Press ready PDF, CMYK, minimum type point size 7.



Wall Planner 2018 – NOT AVAILABLE

Be our exclusive wall planner sponsor.

ACA Qld produces an annual wall planner which measures at 841mm W x 594mm H (A1), making it perfect for display on large wall spaces. It contains the entire calendar year which is ideal for planning ahead and easily marking important dates, appointments and events.

The wall planner is an accompaniment to our annual diary which is distributed, free of charge, to all members and also sold to both members and non-members across Australia.

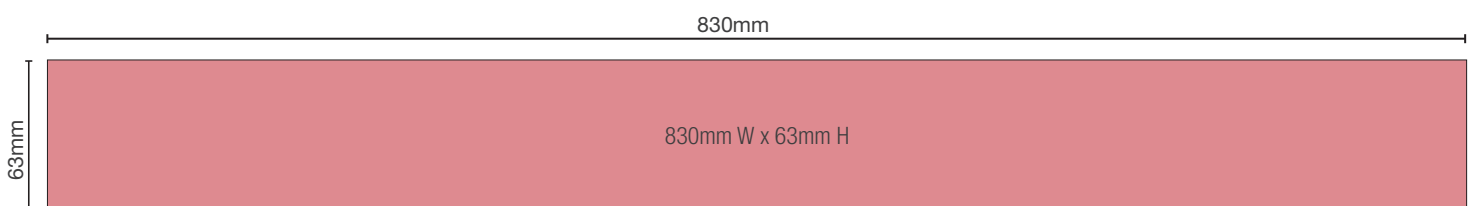
Your brand will be the only brand featured, instantly capturing the attention of our audience.

2018 Wall Planner (all prices include GST)

Associate member	Non-member
\$2,904	\$3,340

Specifications

Press ready PDF, CMYK



Advertising bookings are requested by Friday 4 August 2017.

Material deadline is Friday 25 August 2017.

Terms and conditions

Rates and specifications are current as at 4 January 2017. Rates are subject to change without notice. All prices include GST.

All advertising bookings must be confirmed by completing and signing the ACA Qld Advertising Booking Form. Invoices will be issued at the time of booking and payment is required prior to copy deadline.

Every care will be exercised but no responsibility is taken for any loss arising from the failure of any advertisement to appear as booked. By lodging material with ACA Qld, the advertiser or his agent indemnifies the publisher against all liability for the matter contained therein.

ACA Qld reserves the right to exclude any advertising that in their opinion does not conform to the standards of the publication or is in conflict with existing contractual or business relationships. We may also exclude advertisements that may impact negatively on the association or its members. All images and advertisements are to be submitted as professional quality, high resolution jpeg, gif or PDF format as applicable in CMYK.

Contact Details

Name

Position

Company

Postal Address

Suburb: State: Postcode:

Phone Mobile: Fax:

Website

Email

Signature Date:

Are you a member of ACA Qld? ☐ Yes ☐ No

Early Edition Magazine 2017

☐ Option 1: Single issue _____, 201__ ☐ Option 2: Four issues commencing _____, 201__

Please circle option below:

All prices are per issue and include GST

	Member		Other	
	Single	Annual (4)	Single	Annual (4)
Inside front cover	\$1,500	\$1,282	\$1,750	\$1,500
Back cover	\$1,670	\$1,452	\$1,920	\$1,670
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1/2 page	\$835	\$726	\$959	\$835
1/4 page	\$500	\$436	\$575	\$500

E-Marketing

☐ I would like to sponsor ACA Qld e-marketing for _____ month/s.

2017: Nov / Dec

Please circle option

Member	Other
\$462 incl GST	\$550 incl GST

Website

☐ 6 months advertising commencing _____, 20__

Please circle option

Member	Other
\$231 incl GST	\$275 incl GST

Diary 2019

Please circle option below:

All prices include GST

	Member	Other		Member	Other
Back cover (colour)	\$1,452	\$1,670	Full page inside (b&w)	\$847	\$974
Inside front cover (colour)	\$1,210	\$1,392	Half page inside (b&w)	\$545	\$627
Inside back cover (colour)	\$1,210	\$1,392	Single banner (b&w)	\$182	\$209
Full page inside (colour)	\$1,149	\$1,320	4 or more banners (b&w)	\$143 each	\$165 each

No booking will be held until a signed booking form has been received. By signing this advertising booking form, you acknowledge that you have read and agree to the advertising rates, terms and conditions as outlined in the ACA Qld Media Kit. An invoice will be issued on receipt of the completed booking form. All bookings are subject to availability.

Please return this form to ACA Qld by fax on (07) 3808 2466 or via email to qld@childcarealliance.org.au.

Unit 11/6 Vanessa Boulevard
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