



Australian Childcare Alliance
Queensland

2021 MEDIA KIT





2021 MEDIA KIT

AUSTRALIAN CHILDCARE ALLIANCE QUEENSLAND INC

ABN 65 768 804 095

UNIT 11, 6-8 VANESSA BOULEVARD, SPRINGWOOD QLD 4127

P: 07 3808 2366 F: 07 3808 2466

E: QLD@CHILDCAREALLIANCE.ORG.AU W: QLD.CHILDCAREALLIANCE.ORG.AU

ABOUT ACA Qld

Australian Childcare Alliance Queensland (ACA Qld) is a not-for-profit, member-funded organisation representing the early learning sector in Queensland. ACA Qld represents and supports over 880 early learning (childcare) services, employing approximately 14,000 early childhood educators and teachers, who educate and care for approximately 185,000 children of over 250,000 parents across the state.

ACA Qld advocates for the interests of children and families. We work on behalf of Approved Providers and operators to ensure that families across Queensland have access to quality, affordable and accessible early learning and care.

As a peak representative body, our aim is to be:

- A proactive advocate for the early learning sector
- A reputable source of advice to all levels of government
- A strong and reliable voice in the media
- A source for members to share ideas, discuss challenges and create solutions
- An access point to industry experts for advice on business and operations
- A leader in developing policies, plans and programs to meet the training and workforce development needs of the early learning sector
- A support source designed to enable our members to navigate the challenges of working within the highly regulated and competitive early learning sector
- A pathway for members to the best industry suppliers, competitive offers and rates

We work with our members, state and federal governments, regulatory authorities and other stakeholders to ensure that the industry adopts a coordinated approach that delivers the best outcomes for children, families and early learning providers.

We believe in quality early childhood practices and we are committed to the continuous improvement of the early learning sector.

Whether you are trying to build momentum for a new brand or product or simply wanting to raise your profile, ACA Qld offers a variety of advertising platforms for you to reach key decision makers of the early learning sector. The visibility of your involvement with a recognised peak representative body will create a sense of familiarity and trust and brand recognition.

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

EARLY EDITON QUARTERLY MAGAZINE



Increase your brand awareness in the early learning sector!

Increase your brand awareness and cement a place for your brand in the minds of influential decision makers in the early learning sector by advertising in our quarterly publication, **Early Edition**.

Our recent Member Survey indicated that 88% of our members value our publication and look forward to its arrival. Advertising in Early Edition offers you an opportunity to promote products and services to approved providers, professionals and key decision makers.

Early Edition is a reader friendly A4, full-colour magazine published quarterly. It has a reputation for providing informative articles covering a variety of topical issues in the ever-evolving early learning sector. The target audience for Early Edition spans Queensland's early childhood professionals, approved providers, nominated supervisors, academics and administrative and political arms of government.

Early Edition is distributed free of charge to all ACA Qld members, state and federal government contacts and industry stakeholders (total distribution is approximately 1000). The Autumn edition is distributed to all long day care services in Queensland plus industry stakeholders (total distribution is approximately 1700).

BE AN EARLY EDITION CONTRIBUTOR

Interested in becoming a contributor for Early Edition?
We would love to have you on board!

We welcome contributions on the basis that they provide information relevant to the early learning sector. We encourage you to submit articles regarding the following topics:



Health and nutrition



Literacy and numeracy



Educator health and well-being



Workplace health
and safety



Finance, business
and property



Education resources, programs,
planning and professional
development



Child protection
and safety



Technology and innovations
in childcare



Human resources management

Issue	Booking deadline	Material deadline	Publication date
Autumn 2021	15 January 2021	22 January 2021	5 March 2021
Winter 2021	23 April 2021	30 April 2021	18 June 2021
Spring 2021	6 August 2021	13 August 2021	17 September 2021
Summer 2021	15 October 2021	22 October 2021	3 December 2021

BE AN EARLY EDITION CONTRIBUTOR

All articles are subject to approval by the ACA Qld Management Committee and not all submissions are guaranteed publication.

We reserve the right to edit as required prior to publication. We will endeavour to ensure you are advised and satisfied with any edits prior to publication. We reserve the right to exclude articles that, in the opinion of the ACA Qld Management Committee, do not conform to or meet the requirements.

Member in the Spotlight

This featured article is where we aim to share stories of members and the things that make them special. This is the space to share with the ACA Qld family what you are doing to improve outcomes for Australia's youngest generation.

Style

The style and tone of your article should be factual, engaging and informative. It should be factual with the target audience kept in mind. **We do not accept submissions of a promotional or advertorial nature.**

Length

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

Images

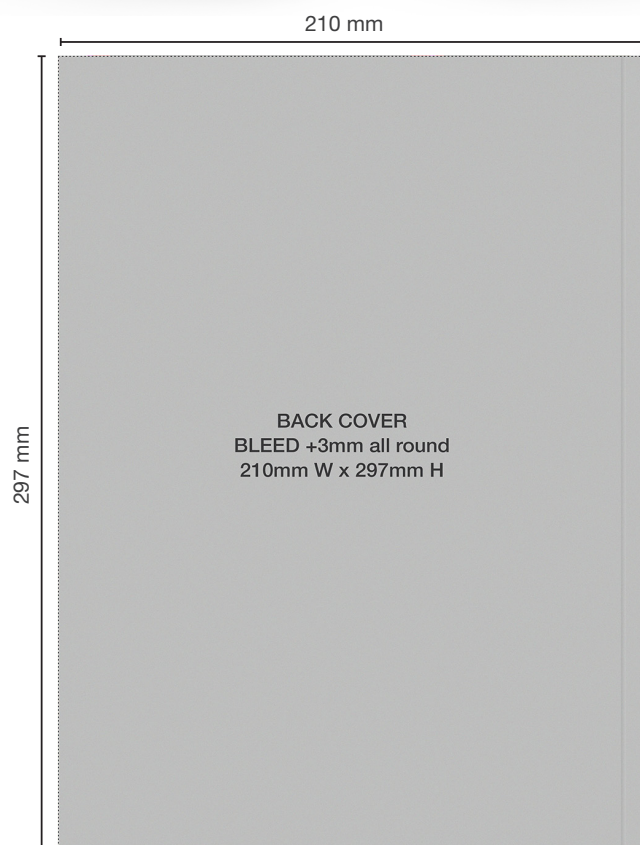
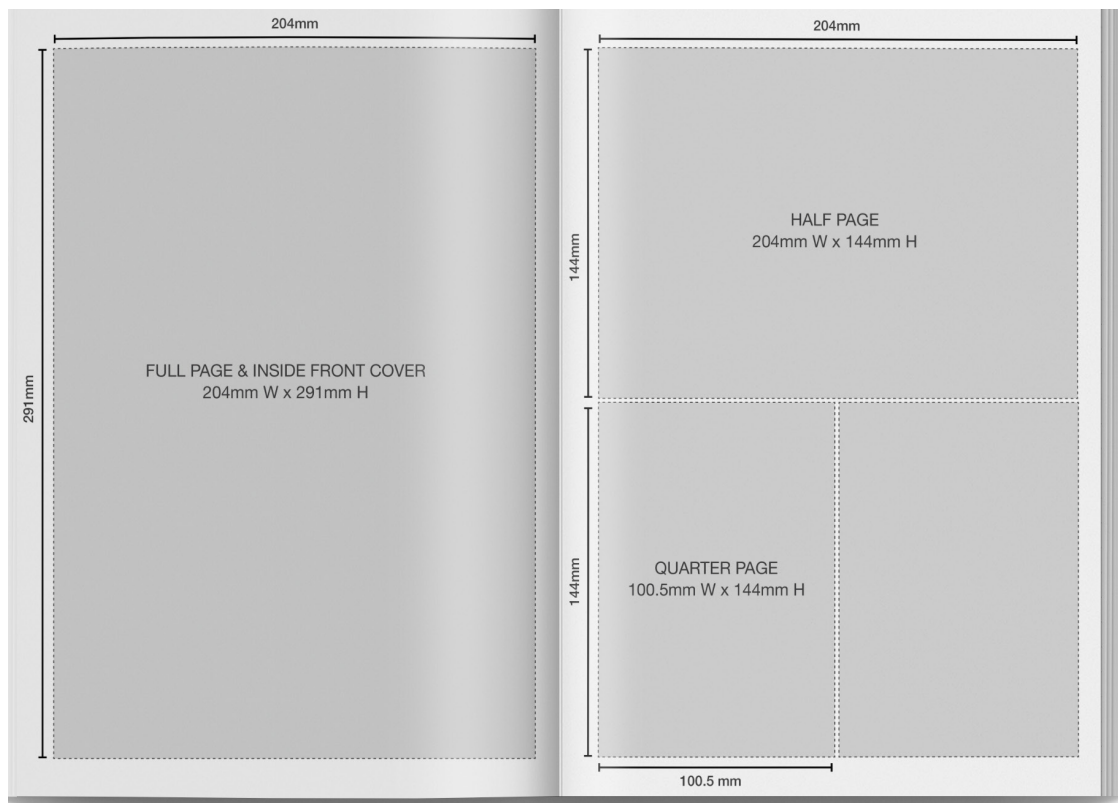
Your own high-resolution images are welcome. **Please ensure you have the necessary permission to use the image.**

Early Edition advertising rates (all prices include GST)

	Supporter Member (30% off)		Other	
	Single	Package* (4 issues)	Single	Package* (4 issues)
Inside front cover	\$1,225.00	\$4,165.00 SOLD	\$1,750.00	\$5,950.00
Back cover	\$1,344.00	\$4,569.60 SOLD	\$1,920.00	\$6,528.00
Full page	\$1,120.00	\$3,808.00	\$1,600.00	\$5,440.00
1/2 page	\$671.30	\$2,282.42	\$959.00	\$3,260.60
1/4 page	\$402.50	\$1,368.50	\$575.00	\$1,955.00

SPECIFICATIONS

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



E-NEWSLETTER AND OTHER ELECTRONIC COMMUNICATIONS

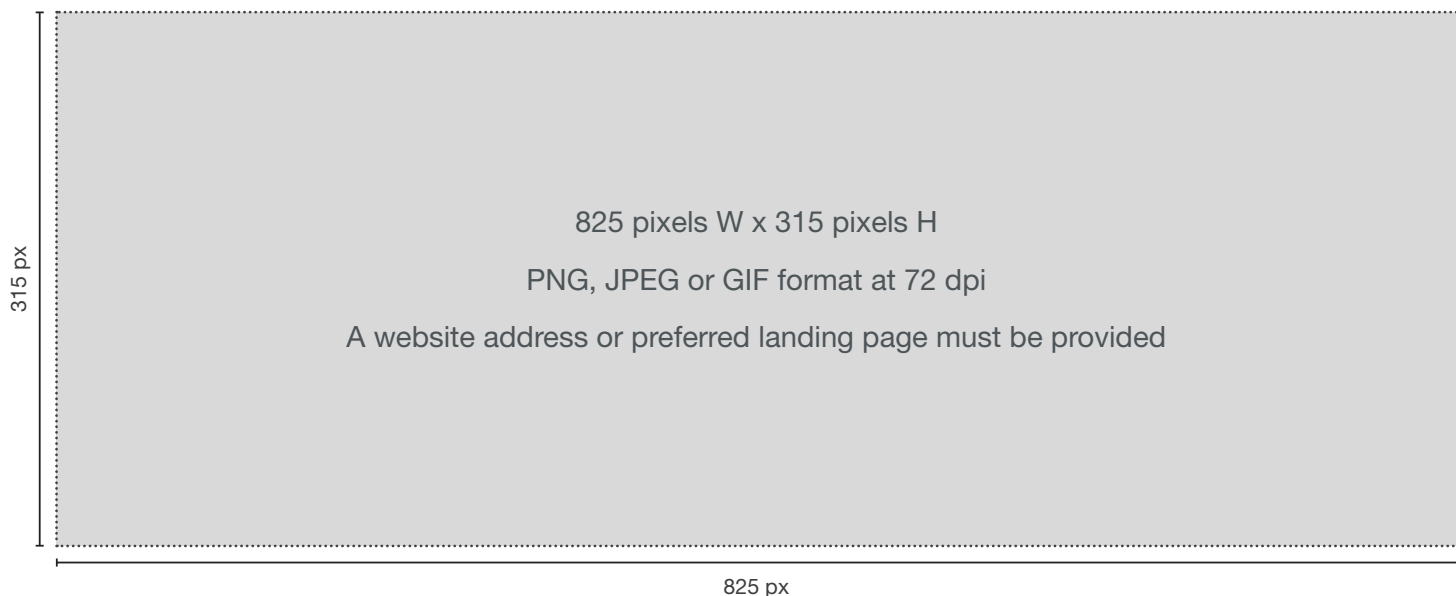
ACA Qld offers the opportunity to sponsor every member communication for one month.

By sponsoring this advertisement, in return you will receive exclusive sponsorship of all ACA Qld electronic communications with a minimum delivery of four communications to our members each month. In 2020 ACA Qld delivered on average 35 member communications per month.

ACA Qld statistics exceed the industry standard for email communications with an average of 40% of our audience interacting with each individual communication consistently. This is well above the industry standard of just 20% for similar campaigns. This opportunity can only be offered to one sponsor each month.

SPECIFICATIONS

Advertisements for electronic communications must be supplied as a 72dpi image at 825 pixels wide x 315 pixels high in a PNG, JPEG or GIF format.



1 month e-marketing sponsorship (all prices include GST)

Supporter Member (30% off)	Other	
\$385.00	\$550.00	SOLD for 2021

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

WEBSITE

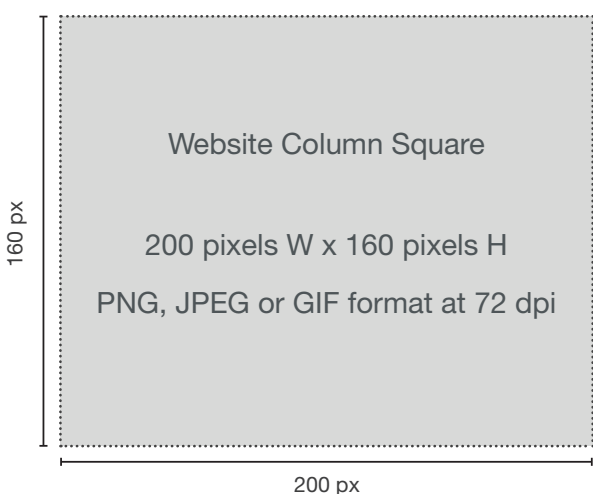
The ACA Qld website (www.qld.childcarealliance.org.au) provides sector updates, information, publications and resources to assist and support early learning services navigate the challenges of working within the highly regulated sector.

- Updates on legislation and regulations
- Member events, workshops and functions
- Training opportunities
- Latest news in the early childhood education and care sector
- A portal for accessing 'members only' content

In the last year, the ACA Qld website had an average of 9,260 page views per month, and as such, provides a great platform to promote your brand, expand your audience and clientele. Advertising is available on the right side of the ACA Qld website home page. Advertisers can promote their business, product or service by placing an advertisement with a link to their preferred website. **Advertisement positioning is controlled by the ACA Qld editorial and production team.**

SPECIFICATIONS

Advertisements for the website must be supplied as a 72dpi image at 200 pixels wide x 160 pixels high in a JPEG or GIF format.



Website 6 month advertising (all prices include GST)

Supporter Member (30% off)	Other
\$350.00	\$500.00

ACA Qld 2022 DIARY

ACA Qld produces an annual diary that is a practical resource in the day to day operations for early learning services. One copy is distributed free of charge to all members as a membership benefit. Members and services across Australia can also purchase additional copies.

The ACA Qld Diary is an essential tool used by early learning service providers, management staff, and educators. It contains important information relevant to the sector and includes plenty of writing space for reflections, reminders, notes, plans, family feedback and more. This guarantees that services and educators use their diaries all year round which means maximum exposure for your brand!

ACA Qld distributed more than 1500 copies of the 2021 diary Australia-wide. Distribution continues to rise each year as its popularity as a respected resource grows.



Made by the sector for the sector. The diary for all educators.

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

Advertising bookings are requested by **Friday, 18 June 2021** for inclusion in the 2022 ACA Qld Diary. Material deadline is **Friday, 2 July 2021**.

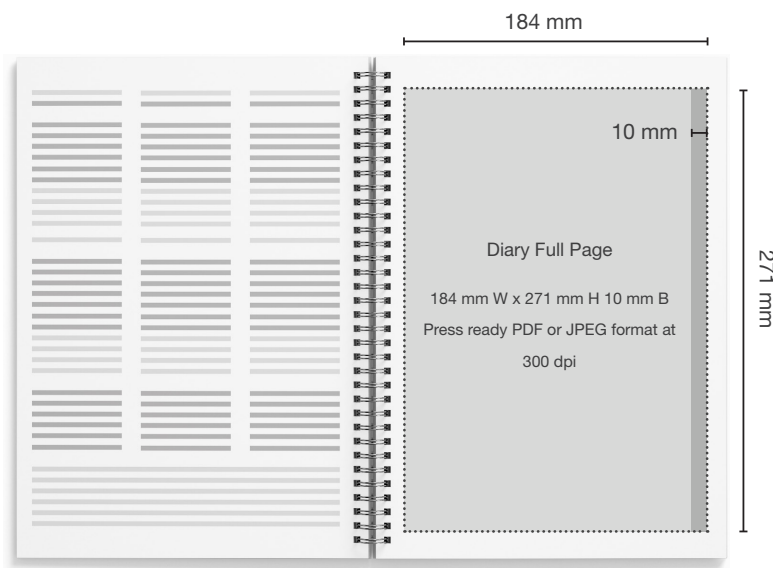
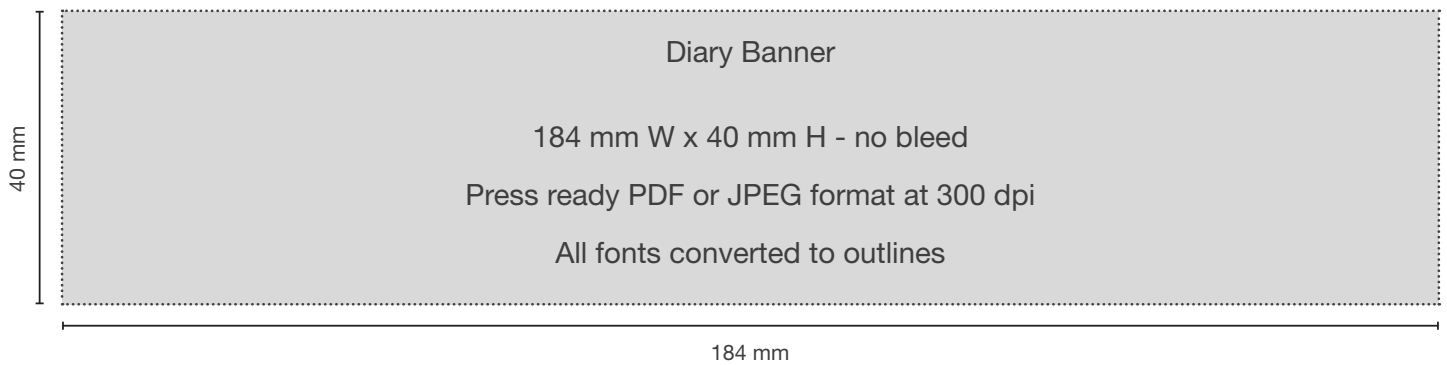
Diary advertising rates (all prices include GST)

	Supporter Member (30% off)	Other
Back cover (colour)	\$1,169.00	\$1,670.00
Inside front cover (colour)	\$974.40	\$1,392.00
Inside back cover (colour)	\$974.40	\$1,392.00
Full page inside (colour)	\$924.00	\$1,320.00
Full page inside (black & white)	\$681.80	\$974.00
Half page inside (black & white)	\$438.90	\$627.00
Single banner (black & white)	\$146.30	\$209.00
4 or more banners (black & white)	\$115.50 per banner	\$165.00 per banner

SPECIFICATIONS

Further information about specifications can be found on the ACA Qld website:

<https://qld.childcarealliance.org.au/about-us/advertising-with-aca-qld/diary>



TERMS AND CONDITIONS

Rates and specifications are current as at 9 December 2020. 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. If payment is not completed by the material deadline, ACA Qld has the right to cancel your booking.

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 agent identifies 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 and high resolution.

2021 MEDIA KIT

AUSTRALIAN CHILDCARE ALLIANCE QUEENSLAND INC

ABN 65 768 804 095

UNIT 11, 6-8 VANESSA BOULEVARD, SPRINGWOOD QLD 4127

P: 07 3808 2366 F: 07 3808 2466

E: QLD@CHILDCAREALLIANCE.ORG.AU W: QLD.CHILDCAREALLIANCE.ORG.AU