



2020-2021 Kansas Child Advertising Package

(See back for pricing)

What is Kansas Child Magazine?

Kansas Child Magazine is intended to provide a forum for the discussion of child care and early education issues and ideas. We hope to provoke thoughtful discussions within the field and to help those outside the field gain a better understanding of priorities and concerns. The views expressed by authors are not necessarily those of Child Care Aware of Kansas or their sponsors.

“One of the best and most direct set of resources for parents and teachers.”
- Community Member

“I like to receive this magazine so that I can be up to date on all the latest early childhood education information and to build up more ideas to involve the children and their families.” - Child Care Provider

DISTRIBUTION

Could include but is not limited to:

Child Care Programs
Preschools
Teachers
Hospitals/Clinics
Pediatric Offices

Health Departments
Libraries
Extension Offices
Head Start Programs
Colleges/Universities

“I find the magazine relevant. It helps me keep updated on what's happening in the state and national trends.”
- Community Member

ADVERTISING RATES

Four issues per year. Volume discounts noted.

AD SIZE

Full Page
1/2 Page
1/4 Page

1 issue

\$1,000
\$500
\$250

2 issues
(10% off)

\$1,800
\$900
\$450

4 issues
(20% off)

\$3,200
\$1,600
\$800

2

Issues

(10% off)

- ONE** email blast during the two quarters that you purchase.
- Promoted on social media pages, which reached over 500,000 people in 2019.

4

Issues

(20% off)

- FOUR** email blasts (1 per quarter during year that you purchase an ad.
- Highlight on a landing page on our website that reaches **500-1,000 people** a week.
- Promoted on social media pages, which reached over 500,000 people in 2019.

FULL PAGE No Bleed 7.5 x 10" With Bleed 8.625 x 11.25"	1/4 PAGE 3.6667 x 4.9167"	
	1/2 PAGE 7.5 x 4.9167"	

Full color is included in all advertising rates.

- Full page ads can have a full bleed. Bleeds must be 1/8 inch (p9).
- Ad design is available for an additional \$300 per ad. This fee includes a digital proof.

Billing & Terms: Invoices will be mailed immediately following the release of each issue. Accounts will be considered delinquent after 30 days and subject to an interest charge of 1.5% per month (18% annual). All rates are net, not commissionable. Advertising agencies should add commission to the standard rates, if applicable.

GENERAL POLICIES: Child Care Aware® of Kansas and *Kansas Child* magazine reserve the right to refuse any advertisement at any time. The advertiser and/or advertising agency assumes total liability for ad content and full responsibility for any errors, claims, expenses or losses that arise from ad content. Please proof your ad carefully.

IMPORTANT DATES

Winter 2021

Artwork Due
November 20, 2020

Distribution Date
January 11, 2021

SPRING 2021

Artwork Due
February 1, 2021

Distribution Date
April 12, 2021

SUMMER 2021

Artwork Due
May 1, 2021

Distribution Date
July 9, 2021

FALL 2021

Artwork Due
August 1, 2021

Distribution Date
October 8, 2021


www.ks.childcareaware.org
 785-823-3343

