



2008 ADVERTISING RATES

Childcare Queensland News, "Early Edition", and the Childcare Queensland Website are the primary information sources provided by Childcare Queensland to its members. Both mediums feature updates on significant industry issues spanning across government, industrial, health and general interest.

The magazine "*Early Edition*" is an A4, **full-colour** publication usually around 16 pages in length and is published four times per year – March, June, September and December. Material is usually required at the beginning of the preceding month. The website www.childcareqld.org.au provides important information for members and the general public and is updated regularly.

A 15 percent discount will be given to those who advertise in both the magazine and on the website during the same time period.

Newsletter Distribution Statistics

'Early Edition' is distributed to all members (currently in excess of 750), plus Government and other contacts (approx. 130). In addition, one issue per year is distributed to all non-member Long Day Care Centres in Queensland (approx. 700).

Please note member renewals will occur in April 2008.

Full details of advertising options and booking forms are contained in the following pages. Completed booking forms can be returned to Childcare Queensland by email (see below) or by fax to (07) 3808 2466.

Please contact the Childcare Queensland Office on Ph: (07) 3808 2366 or by email childcareqld@bigpond.com if further information is required.

Loraye Kent
Office Administrator

'Early Edition' Advertising

"*Early Edition*" is an A4, **full-colour** publication usually around 16 pages in length and is published four times per year. It features updates on significant industry issues spanning across government, industrial, health and general interest.

Two options are available for advertising as follows:

SINGLE ISSUE

Type	Description	Cost per Issue Members (ex GST)	Cost per issue non Members (ex GST)
Quarter Page Vertical	1 column wide Width = 74mm x height = 110mm	\$346	\$409
Half Page Horizontal	2 columns wide Width = 151mm x height = 110mm	\$567	\$630
Half Page Vertical	1 column wide Width = 74mm x height = 225mm	\$567	\$630
Full Page	2 columns wide Width = 151mm x height = 225mm	\$1008	\$1071

FOUR ISSUES

Type	Description	Cost per Issue Members (ex GST)	Cost per issue non Members (ex GST)
Quarter Page Vertical	1 column wide Width = 74mm x height = 110mm	\$277	\$340
Half Page Horizontal	2 columns wide Width = 151mm x height = 110mm	\$472	\$535
Half Page Vertical	1 column wide Width = 74mm x height = 225mm	\$472	\$535
Full Page	2 columns wide Width = 151mm x height = 225mm	\$850	\$913

Please complete the attached form and return it to Childcare Queensland to book your advertising space. A tax invoice will be issued once the booking form has been received.



Website Advertising

Advertising is available on all public pages of the Childcare Queensland website, with the exception of the Home Page. It is not available on the restricted Members Section.

Advertisement positioning is controlled by Childcare Queensland editorial and production staff, however, at this stage, Advertisers are able to nominate one space on the page that best suits their service/target market.

There are currently 22 advertisement positions available on the website and until such time as all positions are booked, advertisers will also be provided with even distribution throughout the remaining available spaces.

Advertising Rates (**exclusive of GST**) are as follows:

\$380 for 12 months advertising for members
\$450 for 12 months advertising for non members

To take advantage of this offer, advertisements **must be supplied** to Childcare Queensland in the correct format, i.e.

72dpi image at 190 pixels wide x 285 pixels high - JPEG or GIF

Based on the existing text, the number of advertisements available per page of the website is as follows:

PAGE – PUBLIC SITE	SPACES AVAILABLE (ONE SIZE)
Home	Childcare Queensland advertising only
About - Management	One
Industry - Overview	Three
Industry - Regulations	Two
Industry - Resources	One
Membership – Benefits	Two
Membership – Join	One
Media – News	Two
Media – CQ news	Two
Media – Events	Two
Media – Links	Four
Contact – CQ	One
Contact - Find a Centre	One

Please complete the attached form and return it to Childcare Queensland to book your preferred advertising space. A tax invoice will be issued once the booking form has been received.



'EARLY EDITION' ADVERTISING BOOKING FORM

Please complete the following form to confirm your advertising placement:

Company	
Contact Name & Position	
Postal Address	
Telephone	
Facsimile	
Email (please print)	
Product/Service Area	

ADVERTISING (please tick the appropriate box)

Step 1 – Package

- Single Issue Package
- Four Issue Package

Step 2 – Status

- Member
- Non Member

Step 3 – Advertisement/s size

- Quarter Page Vertical
- Half Page Horizontal
- Half Page Vertical
- Full Page



WEBSITE ADVERTISING BOOKING FORM

Please complete the following form to confirm your advertising placement:

Company	
Contact Name & Position	
Postal Address	
Telephone	
Facsimile	
Email (please print)	
Product/Service Area	

Please nominate your preferred page (one only) for the display of your advertisement.

- | | |
|--|---|
| <input type="checkbox"/> About – Management | <input type="checkbox"/> Media – News |
| <input type="checkbox"/> Industry – Overview | <input type="checkbox"/> Media – CQ News |
| <input type="checkbox"/> Industry – Regulations | <input type="checkbox"/> Media – Events |
| <input type="checkbox"/> Industry – Resources | <input type="checkbox"/> Media – Links |
| <input type="checkbox"/> Membership – Benefits | <input type="checkbox"/> Contact – CQ |
| <input type="checkbox"/> Membership – Join | <input type="checkbox"/> Contact – Find a Centre |

Advertisements **must be supplied** in the correct format, i.e.

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or GIF**