



Childcare
Queensland



Advertising Prospectus 2009/2010

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Childcare Queensland

Childcare Queensland is the peak body representing the interests of private providers of childcare services in Queensland and the largest child care organization in Australia. State-wide, Childcare Queensland supports more than 800 centres, 110,000 children, 200,000 parents and 15,000 staff. The Association works with centre owners, governments and other authorities to ensure that stakeholders adopt a coordinated approach to achieve responsible and better outcomes for Queensland children and families.

Childcare Queensland is a not-for-profit, member-funded organisation, providing a fundamental link between members of the Association and the childcare industry. Key activities include:

- Advocacy work to identify and resolve issues likely to impact on the sector.
- Working with Governments and other authorities on regulatory and compliance frameworks.
- Critical advice and training for members on matters including industrial relations, employment responsibilities, salaries and awards.
- Promotion of the latest world research into policies and practices in long day childcare to centres and the general public.
- Media commentary on issues and public education.

Childcare Queensland seeks to ensure that the Industry's interests in general, and members' interests in particular, are represented responsibly, and that our activities and operations are presented to all stakeholders in a timely, professional and effective manner.

Advertising Opportunity

Advertising with Childcare Queensland offers many opportunities to promote products and services to professionals in the private long day childcare industry. As an advertiser, you will raise your profile by exhibiting your active involvement in the industry through supporting an industry publication. The visibility of your involvement will create brand recognition amongst readers and create an opportunity to expand your client base.

'Early Edition' – *Childcare Queensland News* and the *Childcare Queensland Website* are the primary information sources provided by Childcare Queensland. Both mediums feature updates on significant industry issues spanning across government, industrial, health and general interest and offer affordable, targeted advertising.

Additionally, Childcare Queensland produces an annual **Diary** which is distributed to all members. The annual Diary proves a useful document for centres to record day-to-day information, and as such, provides a valuable reference point for all childcare staff. Contact details for all advertisers are listed in an "Advertisers Directory" at the back of the diary for easy reference.

All advertising requirements or queries should be directed to the Childcare Queensland Office on (07) 3808 2366 or at childcareqld@bigpond.com

'Early Edition' – Childcare Queensland News

'Early Edition' is an A4, full-colour magazine published quarterly by Childcare Queensland. The publication is reader friendly, current and features articles dealing with the ever-expanding childcare sector, including professional development, parent issues, health, research, legal and industrial issues as well as State and Federal developments.



'Early Edition' is fast becoming an essential information resource for childcare centre owners, directors, staff, academics, State and Federal Government personnel and other interested stakeholders.

Target Audience

The target audience for 'Early Edition' is Queensland early childhood professionals, centre owners, directors and staff, administrative and political arms of government and other industry stakeholders.

Distribution

'Early Edition' is distributed free of charge each quarter to all members*, State and Federal Government contacts and industry stakeholders. Currently, Childcare Queensland has in excess of 800 member centres and additional government contacts and industry stakeholders total approximately 200.

Author Guidelines

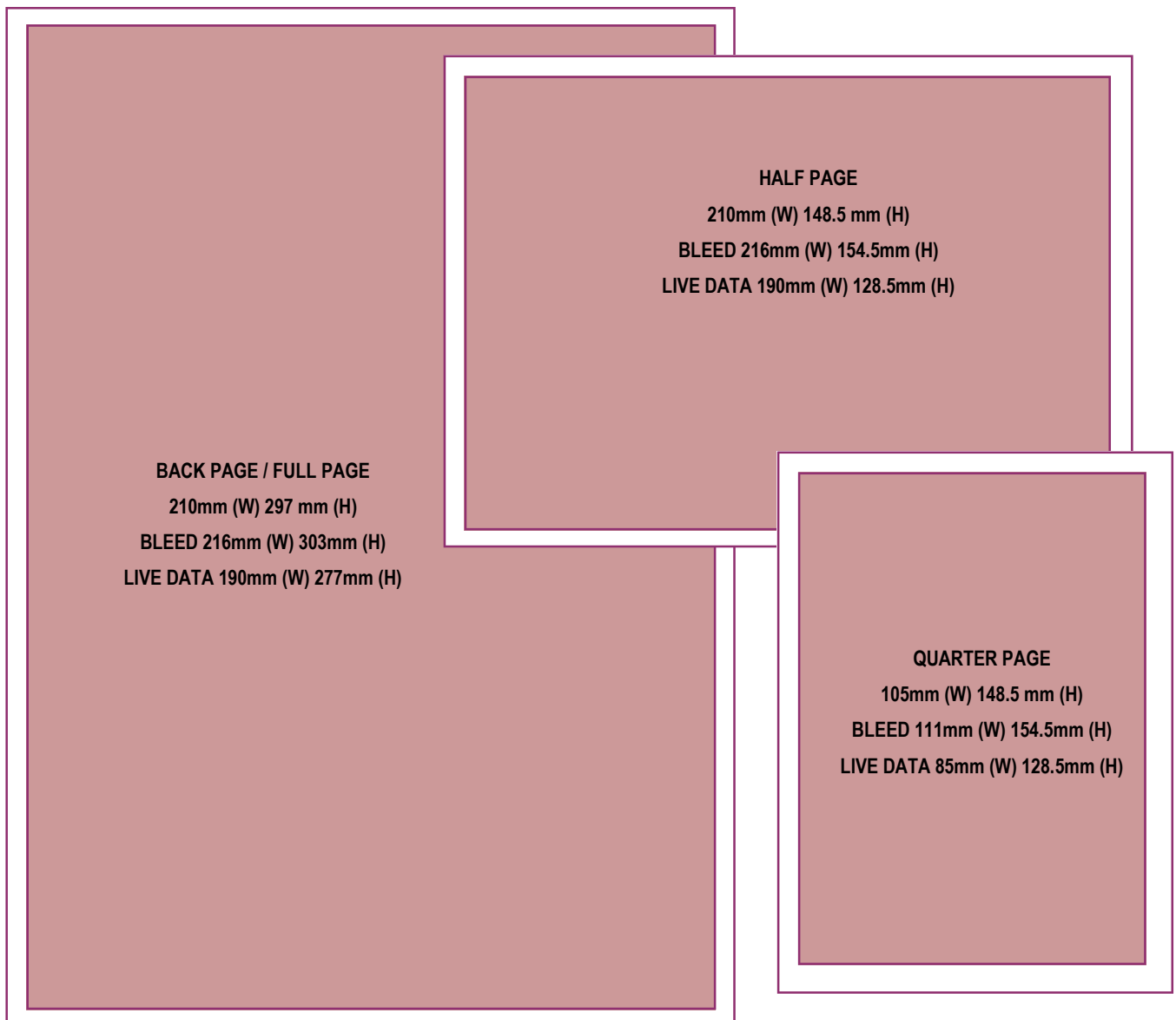
Childcare Queensland welcomes articles from a variety of perspectives, the main criteria being that they provide a contemporary and informative contribution to the early childhood field.

Given the nature of our target audience, Childcare Queensland asks that contributors write in a friendly, but professional manner and encourages the inclusion of quality images/illustrations. Articles should be approximately 600 – 800 words in length and submitted electronically in Word format. Childcare Queensland requests that the articles not be self promotional but rather factual and informative. Childcare Queensland reserves the right to edit articles if required prior to publication, or to exclude articles that in their opinion do not conform to the requirements.

Copy Deadlines

Issue	Material Due	Distribution Date
Summer 09	6 November 2009	4 December 2009
Autumn 10	5 February 2010	5 March 2010
Winter 09	7 May 2010	4 June 2010
Spring 09	6 August 2010	3 September 2010

**At least one quarterly edition each year is distributed to all long day care centres in Queensland—members and non members. Current figures indicate there are in excess of 1400 long day care centres licensed in Queensland.*

'Early Edition' – Childcare Queensland News contd.**Advertising Specifications****Unit Sizes—Back page / Full page / Half page / Quarter page****Specifications—Press ready PDF, CMYK, Minimum type point size 7 pt. All copy to be provided with bleed and crop marks.**

Childcare Queensland Website



The Childcare Queensland website—www.childcareqld.org.au—provides consumers with a comprehensive collection of informational content about the childcare industry, as well as details of upcoming seminars and conferences of interest to the early childhood sector.

Advertising is available on the right hand side of all pages of the Childcare Queensland website, with the exception of the Home Page. Advertisers can promote their business, product or service by placing a text advertisement with a link to their preferred website.

Advertisement positioning is controlled by Childcare Queensland editorial and production staff.

Specifications

Advertisements for the website must be supplied as a 72dpi image at 190 pixels wide x 285 pixels high—JPEG or GIF format.

Childcare Queensland Annual Diary

Childcare Queensland produces an annual *Diary* which is distributed free of charge to all members, as a benefit of membership. The Diary proves a useful document for centres to record day-to-day information, and as such, provides a valuable reference point for all childcare staff. Contact details for all advertisers are listed in an “Advertisers Directory” at the back of the diary for easy reference.

Various advertising options are available in the Diary as detailed in the following Advertising Rates.

Advertising Deadline

Advertising bookings and material for the Childcare Queensland Annual Diary are required by the 1st of September each year.



Advertising Rates

(NB: all prices quoted include GST)

'Early Edition' Magazine

Unit Size	Member Rate		Non Member Rate	
	Single Issue	Four Issues	Single Issue	Four Issues
Back Page	\$1518	\$1320 <i>per issue</i>	\$1746	\$1518 <i>per issue</i>
Full Page	\$1265	\$1100 <i>per issue</i>	\$1454	\$1265 <i>per issue</i>
Half Page	\$759	\$660 <i>per issue</i>	\$872	\$759 <i>per issue</i>
Quarter Page	\$455	\$396 <i>per issue</i>	\$523	\$455 <i>per issue</i>

Website

Unit Size	Member Rate	Non Member Rate
	12 Month Period	12 Month Period
190 pixels wide 285 pixels high 72dpi image JPEG or GIF	\$418	\$495

Annual Diary

Unit size	Specifications	Rate
Back Cover	Full A4 page (210mm x 297mm)	\$1320
Inside Front Cover	Full A4 page (210mm x 297mm)	\$1100
Inside Back Cover	Full A4 page (210mm x 297mm)	\$990
Full Page within Diary	180mm x 270mm	\$770
Half Page within Diary	180mm x 135mm	\$495
Single Banner	180mm x 40mm	\$165
4 or more Banners	180mm x 40mm	\$130 <i>per banner</i>

Terms and Conditions

Rates and specifications are current as at November 2009. Rates are subject to change without notice. **All prices include GST.**

All advertising bookings must be confirmed by completing and signing the Childcare Queensland Advertising Booking Form (Appendix 1). 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 Childcare Queensland, the advertiser or his agent indemnifies the publisher against all liability for the matter contained therein. Childcare Queensland reserves the right to exclude any advertising that in their opinion does not conform to the standards of the publication.

Advertising Booking Form
Appendix 1

CONTACT DETAILS	
Name:	Position:
Company:	Telephone:
Postal Address:	Email Address:
Signature:	Date:

 Are you a Member of Childcare Queensland? Yes No

Early Edition	
EARLY EDITION—Single Issue <input type="checkbox"/>	EARLY EDITION—Four Issues <input type="checkbox"/>
Back Page <input type="checkbox"/>	Half Page <input type="checkbox"/>
Full Page <input type="checkbox"/>	Quarter Page <input type="checkbox"/>

Website
WEBSITE—12 months advertising <input type="checkbox"/>

Diary	
Outside Back Cover <input type="checkbox"/>	Full Page <input type="checkbox"/> Half Page <input type="checkbox"/>
Inside Cover Front <input type="checkbox"/> Back <input type="checkbox"/>	Banner Single <input type="checkbox"/> 4 or more <input type="checkbox"/> Qty.....

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 Childcare Queensland Advertising Prospectus.

**Please fax this form to Childcare Queensland on (07) 3808 2466
or email to childcareqld@bigpond.com**