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2018 KANSAS CHILD RATE FLYER

ABOUT 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 the 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

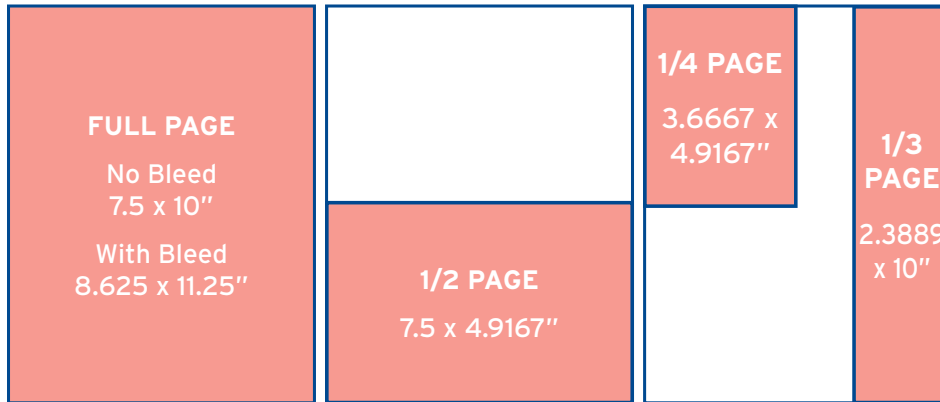
"I find the magazine relevant. It helps keep me updated on what's happening in the state and national trends."

-Community Member

ADVERTISING RATES

Four issues per year. Volume discounts noted.

AD SIZE	1 issue	2 issues (10% off)	4 issues (20% off)
Full Page	\$1,000	\$1,800	\$3,200
1/2 Page	\$500	\$900	\$1,600
1/3 Page	\$325	\$585	\$1,040
1/4 Page	\$250	\$450	\$800



- 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 2018

Space Reservation
Notification Due
November 1, 2017

Artwork Due
November 8, 2017

Mail Date
January 10, 2018

SPRING 2018

Space Reservation
Notification Due
January 5, 2018

Artwork Due
January 16, 2018

Mail Date
April 9, 2018

SUMMER 2018

Space Reservation
Notification Due
April 2, 2018

Artwork Due
April 16, 2018

Mail Date
July 9, 2018

FALL 2018

Space Reservation
Notification Due
July 2, 2018

Artwork Due
July 16, 2018

Mail Date
October 8, 2018

**call us for more information*

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
Advertisers

Approximately 2,500 copies of each issue of *Kansas Child* are printed & distributed across the state of Kansas!