



Advertise in the *NYSAEYC Reporter*

Circulation:

The *NYSAEYC Reporter* is published and distributed to over 5,200 early childhood professionals in New York State three times per year.

Readership Profile:

Directors, teachers, assistants, family childcare providers, pre-k and primary school staff and early childhood faculty/students of colleges & universities read the *NYSAEYC Reporter*.

Acceptable Material:

Camera-ready artwork, velox or negative accepted. Acceptable formats include Quark, PageMaker, Illustrator, and pdf. Please indicate if the file is PC or MAC. Advertising will be printed in black and white only.

Production Charges:

Any advertisement that does not arrive 100% camera-ready may require additional artwork – the client will be invoiced for this work. NYSAEYC does not accept responsibility for artwork that needs to be altered by the printer prior to publication. Reproduction material will be returned after publication only by request.

Cancellations:

Cancellations or changes will be accepted 15 days prior to the advertising space closing date, and must be received in writing. Any advertiser canceling after 15 days prior to the closing date must pay the full charge for space.

Advertising Conditions:

No space reservations will be accepted without an ad reservation form and payment. All advertising copy, order form, and payment must be received by the NYSAEYC office on or before the advertising space closing dates or advertising will not be published for the issue specified. Verbal confirmations do not hold space. Previous ads may be repeated if new artwork is not received by the closing date. No conditions, bill instructions, or copy instructions which conflict with the publisher's stated policies will be binding on the publisher.

Payment:

All ads are non-commissionable. The rates listed are net.

Advertisers and advertising agencies are jointly responsible for payment of all insertions. Make payment only by check payable to NYSAEYC.

NYSAEYC will send one copy of the newsletter to the advertising agency or advertiser as proof of insertion.

Publication Dates:

Issue	Deadline for Advertising	Estimated Mail Date
Fall 2009	September 15th	October 15th
Winter 2010	January 30th	February 28th

Advertising Rates:

Ad Size	Full Page	½ Page	¼ Page	1/8 Page
Specification	7-1/2 x 9	7-1/2 x 4-1/2	3-5/8 x 4-1/2 Vertical	3-3/4 x 2-1/8
Rates	\$225	\$150	\$100	\$75

Signed: _____**Title:** _____**Firm/Business Name:** _____**Address:** _____**City:** _____ **State:** _____ **Zip:** _____**Telephone:** _____ **Fax:** _____ **Email:** _____**Make checks payable to NYSAEYC. If paying by credit card, please complete section below.**____ **Visa** ____ **Mastercard****Card #** _____ **Expiration Date:** _____**Cardholder's Name** _____**Cardholder's Signature** _____**Please complete and return to:**

NYSAEYC Reporter
230 Washington Avenue Extension
Albany, New York 12203-5390
Phone: 518-867-3517 / Fax: 518-867-3520
Email: nysaeyc@capital.net