



# TEACHING YOUNG CHILDREN

## Advertising Rate Card

### 2012

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### About TEACHING YOUNG CHILDREN

TEACHING YOUNG CHILDREN is an innovative new magazine designed especially for preschool teachers. Colorful and easy to read, each issue is full of practical ideas for

- using positive guidance
- addressing learning standards
- engaging families
- supporting learning for all preschoolers
- and much, much more

#### Distribution: 40,000

- Distribution is by subscription, individual purchase, and NAEYC membership option.
- Many NAEYC members choose to receive TYC as their member benefit.
- Readers include preschool teachers, teacher educators, staff development specialists, center directors, and others who work in the field of early childhood education.

#### Your Advertising Package includes

- Print Ad as specified
- Inclusion in the Spanish version of TYC, *Tesoros Y Colores*

### Reserve your space in TEACHING YOUNG CHILDREN today!

Rates:	1x	5x	
Cover 1 inside front	\$4,125	\$3,785	(Call for availability)
Cover 2 inside back	\$4,125	\$3,785	
Back cover	\$4,350	\$3,975	(Call for availability)
Full page four color	\$3,750	\$3,450	
1/2 page four color (horizontal)	\$3,000	\$2,750	

Issue:	Ad insertion	Artwork Due	Publish Date
February	November 15	December 15	February 1, 2012
April	January 15	February 15	April 1, 2012
June	March 15	April 15	June 1, 2012
October	July 15	August 15	October 1, 2012
December	September 15	October 15	December 1, 2012



To see a sample issue of TYC click here.