



YOUNG CHILDREN

Advertising Rate Card

2012-2013

kdonato@naeyc.org • 1313 L St. NW, Suite 500, Washington, DC 20005 • 800-424-2460 or 202-232-8777 (ext. 8824)

Four-Color Process	1x	3x	5x
Cover 2	\$5,500	\$5,200	\$5,050
Cover 3	5,500	5,200	5,050
Cover 4	5,800	5,500	5,300
1 Page	4,250	4,050	3,800
2/3 Page	3,600	3,450	3,250
1/2 Page island	2,900	2,750	2,600
1/2 page horiz	2,750	2,600	2,450
1/3 Page	2,450	2,300	2,150
1/4 page	2,250	2,150	2,050

Black & White	1x	3x	5x
1 Page	\$3,000	\$2,865	\$2,750
2/3 Page	2,300	2,200	2,125
1/2 Page	1,800	1,750	1,650
1/3 Page	1,300	1,250	1,200
1/4 page	1,200	1,150	1,100
1/6 Page	800	765	727



For a media kit or more information

e-mail: kdonato@naeyc.org

Phone: 800-424-2460 or
202-232-8777 (ext. 8824)

Fax: 202-328-2604

Write: Kathleen Donato
Director, Sales & Development
NAEYC

1313 L Street, NW, Suite 500
Washington, DC 20005-4101

Preview the 2012 editorial calendar...

January 2012—Curriculum, Assessment, and Teaching:
Putting It All Together

March—Real Stories from Real Classrooms

May—Technology and Young Children: New Tools and
Strategies for Teachers and Learners

September—Developmentally Appropriate Practice for
Infants and Toddlers

November—The Role of Relationships in Early Child-
hood Education

- **Frequency discounts:** On multi-ad contracts, frequency discounts (same-size or larger ads placed within a one year timeframe) are accrued on ads 1 and 2 and then deducted, along with the discount earned on ad 3, from the total of the third ad. The appropriate frequency discount will then be deducted from each subsequent ad. For example, if the advertiser has a 6X insertion plan, the discount will be deducted automatically from ads 4-6 at time of invoice.

- Rates apply to trouble-free copy. A press-quality proof is required for all submissions. Additional charges apply for extra work done by **Young Children** or its print supplier(s).

- Add \$500 for each additional process color (cyan, magenta, or yellow) up to three on black and white ads.

- No extra charge for bleeds, but bleeds are available only for covers, spreads, full-page, and horizontal half-page ads.