

### Credit card payment form

Charge my space reservation in **Young Children** \_\_\_\_\_ month/year \_\_\_\_\_ ad size \_\_\_\_\_

MasterCard  Visa  American Express  Discover Card

Card number \_\_\_\_\_ Expiration date \_\_\_\_\_

Cardholder name (print) \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

Invoice number \_\_\_\_\_ Amount paid \$ \_\_\_\_\_

Advertiser or agency name (print) \_\_\_\_\_

### Cancellation policy

Cancellations must be made in writing addressed to **Kathleen Donato, Director, Sales and Development, NAEYC, 1313 L St., NW, Suite 500, Washington, DC 20005-4101**, or by fax to **202-328-2604** by 4:00 p.m. EST on the following dates (please e-mail [kdonato@naeyc.org](mailto:kdonato@naeyc.org) to confirm receipt of your fax).

**January** issue: Cancel by **Nov. 1**

**July** issue: Cancel by **May 1**

**March** issue: Cancel by **Jan. 1**

**September** issue: Cancel by **July 1**

**May** issue: Cancel by **Mar. 1**

**November** issue: Cancel by **Sept. 1**

Cancellations made after the above dates will be billable at the short rate (50% of published rate). Nonpayment beyond 60 days of the ad reservation deadline is considered an automatic cancellation and the short rate will apply.

### Other terms and conditions

All advertising is subject to prior approval by the Publisher, NAEYC. The Publisher reserves the right to reject or cancel advertising that, in the Publisher's sole discretion, is in poor taste, is factually inaccurate, does not address the needs of the target audience, does not conform to NAEYC's positions, does not conform to the NAEYC Early Childhood Program Standards and Accreditation Criteria, or is otherwise deemed inappropriate for publication. Should the Publisher reject an advertisement, the advertiser shall have the option of revising the advertisement to conform to NAEYC requirements and resubmitting the advertisement for approval. However, the Publisher reserves the right to reject such re-submission. NAEYC assumes no responsibility for the content of advertising, including typographical errors, and makes no endorsement direct or implied of the products or services advertised. Advertisements that inaccurately state or imply NAEYC endorsement will be rejected.

Positioning of advertisements, except for agreed-upon covers or spreads, is at the sole discretion of NAEYC. Conditions and requests with respect to positioning, whether made in writing or otherwise by the advertiser or agent, are not binding upon NAEYC. NAEYC seeks to intersperse space ads among the editorial content of **Young Children** wherever possible and considers but does not guarantee placement requests such as "left page," "right page," "far to the front," etc.

Cover 4 advertisers agree to permit NAEYC to print the **Young Children** logo and volume and issue information in the available space near the spine; Cover 4 advertisers further agree to design their ad with a "dead area" sufficient to permit inkjet or paper label addressing that meets U.S. Postal Service requirements. This 2" x 4" area must not fall within 1/4" of the trim. NAEYC will supply specification diagrams to allow Cover 4 advertisers to design ads with this requirement in mind.

NAEYC does not guarantee specific circulation or readership of **Young Children**. The most recent data published on circulation appears in our U.S. Postal Service Statement of Ownership in the current November issue.