

VIEWPOINT



THE VIRGINIA ASSOCIATION FOR EARLY CHILDHOOD EDUCATION MEDIA KIT

Circulation you can count on...

Viewpoint is a high quality, two color newsletter published three times each year. It reaches over 3,000 members of the Virginia Association for Early Childhood Education.

Many cost-effective options...

Current placement rate based on a quantity of 3,000.

(Prices set on 6/1/04. Prices subject to change.)

Black and white ad rates:

1/6 Page.....	\$55.00
1/4 Page.....	\$80.00
1/3 Page.....	\$100.00
1/2 Page.....	\$150.00
1 Full Page	\$250.00

All placements must be supplied as high resolution (300 dpi) PDF files. Make sure PDF is set up as grayscale or black&white art with all fonts embedded.

A completed insertion order and payment must be mailed to Mary Landis, VAECE Treasurer, 2252 Cedar Crest Road, Richmond, VA 23235 before the materials deadline. Make checks payable to VAECE.

PDF placements must be e-mailed to david@landisproductions.com before the materials deadline.

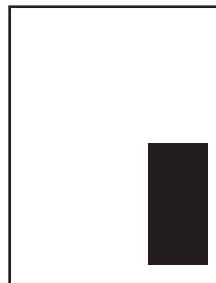
VAECE reserves the right to edit supplied placements to meet publication specifications.

Calendar...

Spring: Reserve your space by **Mar. 1**
Materials deadline – **Apr. 1**
Mail date – **May/June.**

Fall: Reserve your space by **Jul. 1**
Materials deadline – **Aug. 1**
Mail date – **Sept./Oct.**

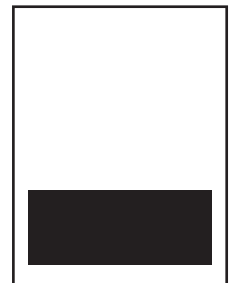
Winter: Reserve your space by **Nov. 1**
Election Materials deadline – **Dec. 1**
Issue Mail date – **Jan./Feb.**



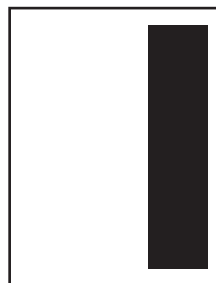
One-sixth page:
2.375 x 4.875"



One-quarter page:
3.625 x 4.875"



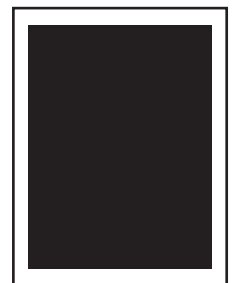
One-third page (A):
7.5 x 3"



One-third page (B):
2.375 x 9.75"



One-half page:
7.5 x 4.875"



Full page:
7.5 x 9.75"

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THE VIRGINIA ASSOCIATION FOR EARLY CHILDHOOD EDUCATION INSERTION ORDER

Company: _____ Name: _____

Address: _____ Phone: _____

_____ Fax: _____

City: _____ e-mail: _____

State: _____ ZIP: _____ Total Insertions: _____

Remarks: _____

MONTH	YEAR	SIZE	DONATION RATE	PER INSERTION
SPRING	_____	_____	\$ _____	\$ _____
FALL	_____	_____	\$ _____	\$ _____
WINTER	_____	_____	\$ _____	\$ _____
IF APPLICABLE, DEDUCT "THREE INSERTIONS PER YEAR" DISCOUNT				(-15%)
TOTAL DONATION				\$ _____

**DONATION DUE WITH INSERTION ORDER • MAKE CHECKS PAYABLE TO THE VAECE
SEND PAYMENT/INSERTION ORDERS AND CHECKS TO
MARY LANDIS, VAECE TREASURER, 2252 CEDAR CREST ROAD, RICHMOND, VA 23235**

- PUBLISHER'S CONDITIONS AND COPY REGULATIONS:**
- All advertising is subject to the publisher's approval. The publisher reserves the right to reject advertising which he/she feels is not in keeping with the publication's standards.
 - The publisher's liability for any error will not exceed the charge for the advertisement in question.
 - The publisher assumes no liability if for any reason it becomes necessary to omit an advertisement.
 - Any deliberate attempt to simulate a publication's format is not permitted, and the publisher reserves the right to place the word "advertisement" in a type size at least equal to that of the smallest size appearing in the advertisement, with copy which in the publisher's opinion resembles editorial matter.
 - Requests for a specific position are given consideration but no guarantee is made unless a position premium has been provided for in the contract.
 - Advertisements set and not used will be charged for composition and other direct expenses.
 - In the event of non-payment, the publisher reserves the right to hold the advertiser and/or its advertising jointly and severally liable for such monies as are due and payable to publisher.
 - The publisher offers no cash discounts.
 - In the event of non-payment or other breach, the advertiser and/or its advertising agency shall be jointly and severally liable for reasonable collection costs, including court costs and attorneys fees.
 - The publisher will not be bound by any conditions, printed or otherwise, appearing on any order blank, insertion order, or contract, when they conflict with the terms and conditions herein or any amendment hereto. All advertisements are accepted for publication entirely on the representation that the agency and/or advertiser are properly authorized to publish the entire contents and subject matter thereof. It is understood that, in consideration of the publication of the advertising, the advertiser and/or agency will fully hold harmless and indemnify the publisher from and against any claims, demands, suits, actions, proceedings, recoveries or expenses of any nature whatsoever, including reasonable fees of counsel selected by the publisher, arising directly or indirectly from the publication of any advertisement (including but not limited to claims of infringement of copyright or trademark or claims of libel or invasion of privacy) or based upon or arising out of any matter contained in the advertisement.

ADVERTISER SIGNATURE: _____