

Advertise in

Rattler and Broadside

Rattler is the award-winning, full colour quarterly publication of Community Child Care. It contains quality essays and articles about a range of social, economic, educational and political issues in the child care industry, from both industry and human interest perspectives. The magazine offers a forum for diverse opinions and stimulates professional development and discussion.

Out monthly, **Broadside** brings you all the latest childcare political news and commentary. It's a topical newsletter covering up-to-the-minute issues in the industry.

Rattler and **Broadside** are delivered to 2,000 services throughout NSW and with a readership of 18,000, our publications reach all areas of children's services.

Current subscribers include:

- long day care centres
- preschools
- occasional care centres
- family day care schemes
- vacation care schemes
- out of school hours care centres
- neighbourhood centres
- multipurpose centres
- early childhood training institutions
- TAFE colleges and universities
- government departments
- local councils
- private subscribers

What can I advertise?

Rattler and *Broadside* reach a diverse market.

So we accept a wide range of advertisements, including:

- products and services
- positions vacant
- training courses
- seminars, lectures and forums.

If in doubt, please call us on **(02) 9310 4955**.



**Community Child Care
Co-operative Ltd (NSW)**

Building 21, 142 Addison Road,
Marrickville NSW 2204

Ph: (02) **8922 6444** Fax: (02) **8922 6445**

Freecall (outside metro): **1800 157 818**

ABN 81 174 903 921



Advertise in Rattler and Broadside

How to submit your advertisement

Digital file formats

PDF, JPEG, TIFF or EPS.
Please embed all fonts and any graphics files used.
Files must be CMYK at 300dpi resolution.
Full page advertisements must include 5mm bleed and crop marks.

Delivery

Email the file as an attachment to: **admin@armedia.net.au**
To ensure we can verify the contents of your advertisement, fax a copy to **(02) 9699 6919**.

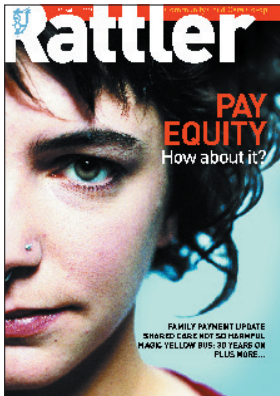
Confirmation and payment

All advertisements must be booked using this form. You will receive an invoice on publication, plus a complimentary copy of the issue in which your advertisement appears.

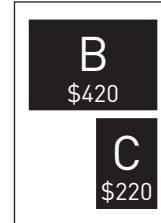
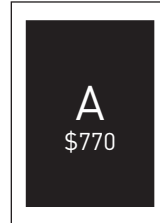
Discounts

Bookings for four or more consecutive issues receive a 10% discount.

RATTLER advertising rates (full colour)



- A.** Full page 210(w) x 297(h) mm \$770
- B.** Half-page horizontal 180(w) x 125(h) mm \$420
(positioned on inside back cover) \$550
(positioned on back cover) \$880
- C.** Quarter-page vertical 86(w) x 125(h) mm \$220
- D.** Loose inserts based on \$0.38 per A4 sheet – call for details

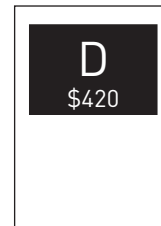
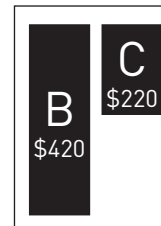
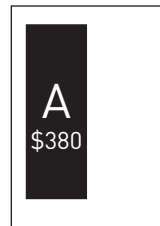


Prices include GST

BROADSIDE advertising rates (full colour)



- A.** Back: half-page vertical 85(w) x 232(h) mm \$380
- B.** Inside: half-page vertical 85(w) x 264(h) mm \$420
- C.** Inside: quarter-page horiz. 85(w) x 125(h) mm \$220
- D.** Inside: half-page horiz. 180(w) x 125(h) mm \$420
- E.** Loose inserts based on \$0.38 per A4 sheet – call for details



Prices include GST

ADVERTISING BOOKING FORM

Fax to (02) 9699 6919

Name Organisation

Address for invoice

Phone Fax Email

RATTLER (full colour)

- A.** Full page \$770
- B.** Half-page horizontal \$420
- B.** Half-page (inside back cover) \$550
- B.** Half-page (outside back cover) \$880
- C.** Quarter-page vertical \$220
- D.** Loose inserts based on \$0.38 per A4 sheet – call for details

Advertisement to appear in the following issues...

- Autumn 201_ Winter 201_
- Spring 201_ Summer 201_

Deadlines (guide only – call for exact dates closer to publication date)

Autumn: February 1 Winter: May 25
Spring: August 25 Summer: November 1

BROADSIDE (full colour)

- A.** Back: half-page vertical \$380
- B.** Inside: half-page vertical \$420
- C.** Inside: quarter-page horizontal \$220
- D.** Inside: half-page horizontal \$420
- E.** Loose inserts based on \$0.38 per A4 sheet – call for details

Advertisement to appear in the following issues...

- Feb Mar Apr May Jun
- Jul Aug Sept Oct Nov Dec

Deadlines

The advertisement artwork must reach us prior to the 15th day of the month prior to publication (e.g., before November 15 for inclusion in the December issue).