

About Us



We are the
Canadian Child Care Federation

Our organization is about the
value of children.

We value children.

In order to protect and enhance
our children, to promote their
safety and their healthy growth and
development, we are committed to
providing Canadians with the very
best in early learning and child care
knowledge and best practices.



CANADIAN
CHILD CARE
FEDERATION

FÉDÉRATION
CANADIENNE DES
SERVICES DE GARDE
À L'ENFANCE

CCCCF/FCSGE
383 Parkdale Avenue
Suite 201

Ottawa, ON K1Y 4R4

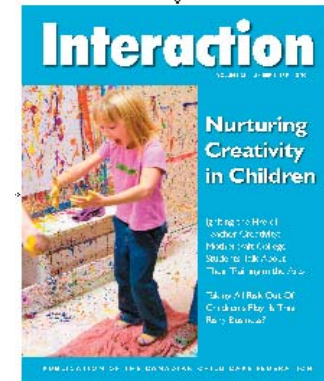
Phone: 613-729-5289 ext. 221

Fax: 613-729-3159

E-mail: cmclaughlin@ccc-fcsge.ca

www.qualitychildcarecanada.ca

RATE CARD



CANADIAN
CHILD CARE
FEDERATION

FÉDÉRATION
CANADIENNE DES
SERVICES DE GARDE
À L'ENFANCE

We Value Children
Nos enfants: notre richesse

Discover the potential of advertising in *Interaction*



How can you reach child care providers, educators, parents and policy makers across Canada? Advertise in *Interaction*, the flagship magazine of the Canadian Child Care Federation (CCCF). Inside this bilingual magazine you'll discover articles on current research, news from across Canada, recently published resources, early learning and care practice, programs and services and much more!

The CCCF is a highly respected, non-profit, charitable organization that is celebrating 25 years of excellence in early learning and child care.

Our members report that they put *Interaction* at the top of the list of CCCF publications and that the magazine "informs their practice" and "is a key resource for teaching."

Magazine Features

- National circulation of 10,000 members
- Shared readership of 60,000
- Current information on child care across the country
- Professional writing, design and layout
- Published bi-annually (spring and fall) with two e-versions (*Interaction.ca*)
- Bilingual

2012 Advertising Deadlines

Spring issue (March) — Jan. 20, 2012
Fall issue (October) — July 20 2012

Rates (CCCF is tax exempt)

Size	1x	2x
Full page	\$600	\$550 x2
Half page	\$420	\$380 x2
1/3 page	\$350	\$310 x2
1/4	\$280	\$250 x2

Colour: add \$220 to above black and white rates.

English/French ads in the same issue will be discounted at 20%.

Preferred position: add 20% to above black and white rates.

Specifications

Full page: 7" x 9.5"
Half page (h): 7" x 4.5"
Half page (v): 3.25" x 9.5"
1/3 page (h): 7" x 3.25"
1/3 page (v): 2.25" x 9.5"
1/4 page: 3.25" x 4.5"

E-Bulletin (*Interaction.ca*)

Online banner ad: \$365 (\$265 for non-profits), 6" x 1.5", gif or jpg format, 72 dpi resolution, 3,700 subscribers.

Polybag Mailing

\$2,000 plus postage (10,000 members).

Child Care Database

\$2,200: 10,500 centres across Canada. One time use only.

E-blast

\$500 for 3,700 e-bulletin subscriber database. One time only.