

NACCP NEWS

REACH  
3,000

CHILD CARE PROFESSIONALS

BI-WEEKLY

MEDIA KIT



# MESSAGE TO THIS MARKET

## ADVERTISING OPTIONS

### A LEADERBOARD

This premier position provides your company with top exposure and quality traffic.

### B/1 SKYSCRAPER/HALF SKYSCRAPER

A skyscraper is a large format ad with prime real estate to sell your company's products or services to decision-makers.

### C/1 TOP/BOTTOM BANNER

Banner ads allow your company to combine text, colors, and graphics into a unique sales message for committed buyers.

### D PRODUCT SHOWCASE

Showcase your latest product with this placement and include a photo, 50-word description and link to your site.

### E CALLOUT TEXT AD

Integrated into the feel of the brief, a callout ad targets your buying audience with an image and 25-word description.

### F TRADITIONAL TEXT AD

Leverage the power of words with a 15-word text ad to drive traffic to your website.

The screenshot shows the NACCP News website interface. At the top, there's a navigation bar with links like Home, Membership, Accreditation, Events, Information Center, and Online Training. The date is March 6, 2010. Below the navigation is a banner for 'PURECHOICE' with the tagline 'Helping organizations conserve energy and create superior indoor environments.' The main content area features several articles and advertisements. Article A: 'Cloud of controversy over new lead rules' by The Boston Globe. Article B: 'MUSIC TOGETHER' with a 'BRINGING HARMONY HOME' logo. Article C: 'Training: Child-initiated learning - Let the child be the expert' by Nureyya World. Article D: 'United Effort Needed to Reduce Choking Risk in Young Children' by Modern Medicine. Article E: 'Which has more germs - a restaurant tray or a park sandbox?' by Healthy Child. Article F: 'Professor: Literacy is key to ease poverty' by Statesman Journal. Article G: 'Crisis nurseries' are a big hit' by Philadelphia Newspapers. Article H: 'Cleaning & sanitizing: Keys to germ prevention' by Healthy Child. Article I: 'Web-based child care center software' by Videos. Article J: 'The Solution for Multiple Centers' by STARS. Article K: 'Give your center a Marketing Advantage' by WatchMeGrow. On the right side, there are vertical advertisements for 'Wacky Walcapers', 'UNICORN', and 'THE BEST IN CHILDREN'S WALL COVERINGS!'. At the bottom, there's a footer with contact information for Ben Mullard, Director of Advertising Sales, and a 'Recent Issues' section.

Sample provided is representative of ad specifications only and does not necessarily depict placement within the brief.

SEE PRICING NEXT >>>

# AD RATES & SPECS

Prices are for participation in 7 emails to the 3,000 Childcare Professionals (one 90 day cycle)



Leaderboard  
**\$2500**

Image Dimensions  
**728x90**

File Format  
**JPEG, GIF**

Max File Size  
**40k**



Top/Bottom Banner  
**\$2000/\$1500**

Image Dimensions  
**468x60**

File Format  
**JPEG, GIF**

Max File Size  
**40k**



Skyscraper  
**\$2000**

Image Dimensions  
**120x600**

File Format  
**JPEG, GIF**

Max File Size  
**40k**



Product Showcase  
**\$1500**

Lorem ipsum dolor  
Lorem ipsum dolor  
sit amet, consectetur  
adipiscing elit, sed  
do eiusmod tempor  
incididunt ut labore et  
dolore magna aliqua.  
Ut enim ad minimum  
veniam, quis nostrud  
exercitation ullamco  
laboreis nisi. [More](#)

Text **five word headline, fifty word description**  
Image Dimensions **175x125** File Format **JPEG, GIF**



Lorem ipsum dolor  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed  
do eiusmod tempor incididunt ut labore et dolore magna  
aliqua. Ut enim ad minimum veniam, quis. [More](#)

Callout Text Ad  
**\$1000**

Text **five word headline, twenty-five word description**  
Image Dimensions **125x100** File Format **JPEG, GIF**



Lorem ipsum dolor sit amet  
Lorem ipsum dolor sit amet,  
consectetur adipiscing elit,  
sed do eiusmod tempor  
incididunt ut labore et. [More](#)

Traditional Text Ad  
**\$500**

Text **five word headline, fifteen word description**  
Image Dimensions **120x50** File Format **JPEG, GIF**

## CONTACT US

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# THE NACCP NEWS, POWERED BY MULTIBRIEFS, PROVIDES WEEKLY NEWS AND INFORMATION TO CHILD CARE PROFESSIONALS NATIONWIDE.

The NACCP News tackles today's most relevant issues, gathered from sources like **The Associated Press, The New York Times, Financial Times** and the leading industry publications. Delivered to the inboxes of child care owners, directors, and administrators, the NACCP News keeps professionals informed of topics that impact their programs. Subscribers are decision-makers with purchasing power – the top-tier professionals in the industry.

NACCP NEWS  
IS A PROFESSIONAL RESOURCE FOR

NEWS+  
IDEAS+

# TOP TEN REASONS TO ADVERTISE IN NACCP NEWS:



## CREDIBLE SOURCE

For over 25 years, our members have turned to the association as the informational authority of the industry. Advertising in NACCP News solidifies your place among weekly information provided to NACCP members.



## TARGETED DISTRIBUTION

Advertising in NACCP News allows your company to reach industry decision-makers. Your message will be in front of pre-qualified buyers who are looking for your products specifically for their business.



## OPT-IN SUBSCRIBER LIST

Subscribers to NACCP News have asked to receive this information. Your ad will no longer be mixed with junk mail and spam. Our enhanced technology ensures that your ad will make it through spam filters.



## RELEVANT CONTENT

Our editorial philosophy is driven by current events and relevant industry issues and trends that affect our subscribers the most.



## FREQUENCY

Frequency builds awareness. As a bi-weekly publication, NACCP News ensures your ad will be seen every week by our 3,000 subscribers.



## AFFORDABLE

Advertising in NACCP News is much cheaper than many other Internet advertising options, and much more affordable than television and radio promotion. Have you priced pay-per-click campaigns lately?



## YOUR AD WILL GET THE ATTENTION IT DESERVES

Each issue of NACCP News has a limited number of ad spaces, allowing your ad to get maximum exposure. A limited number of ads equals higher visibility.



## IMMEDIATE RESPONSE TO YOUR AD

The electronic format makes it more convenient for a reader to respond to your ad. Your product is just a click away!



## EXCEPTIONAL CREATIVE SERVICES

Our talented graphics team is continually raising the bar by creating sophisticated Web ads for our clients. These services are offered at no charge to advertisers in NACCP News.



## TRACK CAMPAIGN EFFECTIVENESS

As an advertiser, you'll have the ability to track reader response your campaign, immediately quantifying your ROI.