

Best Books for Kids & Teens Canadian Children's Book News And Now! Website advertising

REACH THE TEACHERS, LIBRARIANS, BOOKSELLERS AND PARENTS WHO BUY CANADIAN CHILDREN'S BOOKS



Two great publications showcase best in children's books

Published by the Canadian Children's Book Centre, *Best Books for Kids & Teens* and *Canadian Children's Book News* help teachers, librarians, booksellers and booklovers discover new Canadian children's books and keep up with industry issues. In 2012, we have more to offer our readers and you.

Canada's timely *Best Books* guide now appearing twice a year

We have exciting news about *Best Books for Kids & Teens (BBKT)*. This authoritative guide will now be appearing semi-annually in May and in October, making it even more timely and valuable for our readers. With selections from expert panels across the country, *BBKT* presents the top in recently published children's books, magazines and audio and video.

Speculative Fiction, Poetry, First Nations stories, Olympic reading and much more

Appearing quarterly, *Canadian Children's Book News* is packed with news, book reviews, author and illustrator profiles, thematic booklists and information about the world of children's books. Thirty to fifty titles are reviewed in each issue.

Online Advertising Opportunities Now Available

Now, there is a new way to advertise with the Canadian Children's Book Centre! Turn to page four to find out more about advertising opportunities on the CCBC website.

The quality and quantity of Canadian children's books has never been greater. Teachers, librarians and parents are looking for guidance in selecting the best. Here is the opportunity to showcase your products and services to the people who make the decisions.

Place your advertisement today! (Inquire about our discounts for corporate members and patrons of the Canadian Children's Book Centre.)



The Canadian Children's Book Centre (CCBC), is a national not-for-profit organization, established in 1976, dedicated to promoting and encouraging the reading, writing and illustrating of Canadian books for young readers.

For more information about the Canadian Children's Book Centre or any of its publications, visit www.bookcentre.ca



AD RATES FOR CCBN AND BBKT

Ad Type	Size: w x h	1x rate	2x rate	4x rate	6x rate
OBC (CCBN only)	7.375" x 7.375"	\$1,200	\$1,100	\$1,000	N/A
IFC (CCBN only)	8.125" x 10.875"	1,100	1,000	960	N/A
IBC	8.125" x 10.875"	1,100	1,000	960	900
Full page – bleed	8.125" x 10.875"	995	950	850	750
Full page – with border	7.375" x 10.125"	995	950	850	750
Half page – horizontal	7.375" x 4.562"	625	575	550	525
Half page – vertical	3.594" x 9.312"	625	575	550	525
Quarter page	3.594" x 4.562"	425	380	350	325

Note: CCBC patrons and sponsors are eligible for discounts on all print advertising. Please inquire about our rates.

Issue	Ad confirmation	Materials due	Publication date
CCBN Winter 2012	December 1, 2011	December 12, 2011	January 24, 2012
CCBN Spring 2012	March 4, 2012	March 11, 2012	April 15, 2012
BBKT Spring 2012	April 13, 2012	April 26, 2012	May 25, 2012
CCBN Summer 2012	June 2, 2012	June 9, 2012	July 15, 2012
CCBN Fall 2012	August 24, 2012	September 3, 2012	October 5, 2012
BBKT Fall 2012	August 30, 2012	September 13, 2012	October 20, 2012

AD SIZES



Back cover (CCBN only)
7.375" x 7.375"



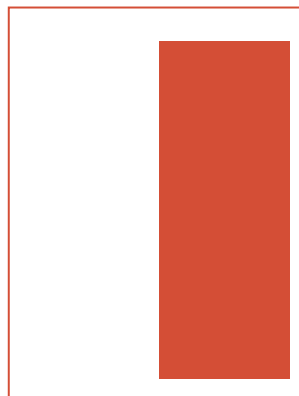
Full page – bleed
8.125" x 10.875" (+.125" bleed)



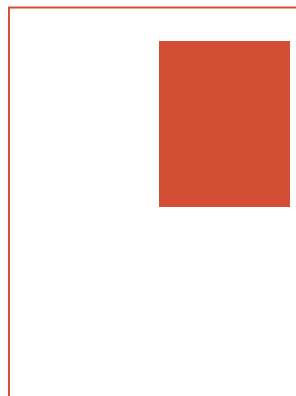
Full page – with border
7.375" x 10.125"



Half page – horizontal
7.375" x 4.562"



Half page – vertical
3.594" x 9.312"



Quarter page
3.594" x 4.562"

NEW! Advertise in both **CCBN** and **BBKT** and save.

Take advantage of our best rates when you advertise in every issue of *BBKT* and *CCBN*. Plus, advertisers in our print media receive a 20% discount on all website advertising.

Place your advertisement with us today.

Artwork formats and preparation

- Print Quality PDF
- Adobe Illustrator CS3 or lower
- Adobe Photoshop – completed ad saved as flattened EPS, TIFF or a PDF (resolution 300 dpi)
- Placeable EPS – fonts outlined
- Laser or PDF proofs should accompany digital files
- Add .125" bleed for full page – bleed

NOTE: please label ads to show whether they are for *CCBN* or *BBKT*

Send artwork to:

Eric Siegrist, Designer
T: 416 964-0022
eric@psdesign.ca

For *CCBN* editorial inquiries, contact:

Gillian O'Reilly, Editor
T: 416 489-1860
gorwords@sympatico.ca

For *BBKT* editorial inquiries, contact:

Meghan Howe, Library Coordinator
T: 416 975-0010 ext. 222
meghan@bookcentre.ca

www.bookcentre.ca

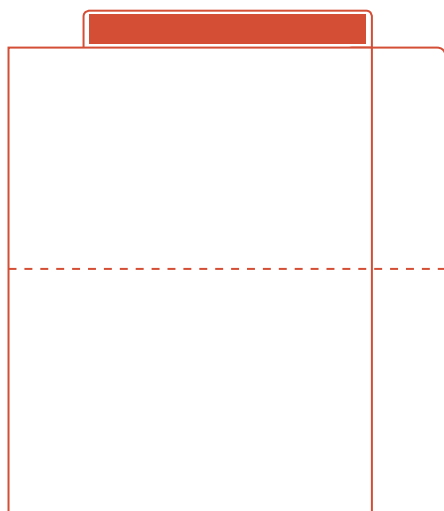
For information on advertising
in the publications of the Canadian
Children's Book Centre, contact:
Michael Wile, Advertising Manager
T: 416 531-1483 F: 416 531-1612
ads@lrcreview.com

AD RATES FOR CCBC WEBSITE

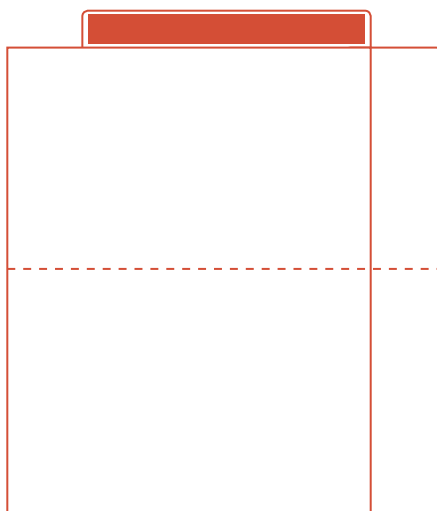
Ad Type	Size: w x h	Price
Website banner	750 px x 80 px	\$350/month
banner ad appears on all pages of the CCBC website		
Homepage banner	750 px x 80 px	\$250/month
banner ad appears at the top of our homepage		
Homepage skyscraper	160 px x 600 px	\$200/month
skyscraper ad appears on the right side of our home page		
Section skyscraper	218 px x 660 px	\$150/month
skyscraper ad appears on one of the following pages (Awards; Author/Illustrator Directory; Publishers, Wholesalers and Booksellers Resources; Teachers, Librarians and Parents Resources)		

Please note: Advertisers in our print media receive a 20% discount on all website advertising.

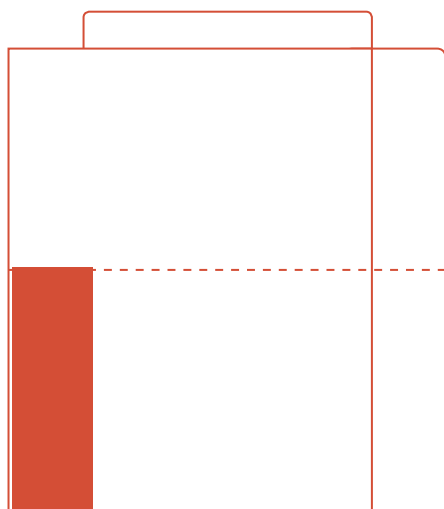
AD SIZES



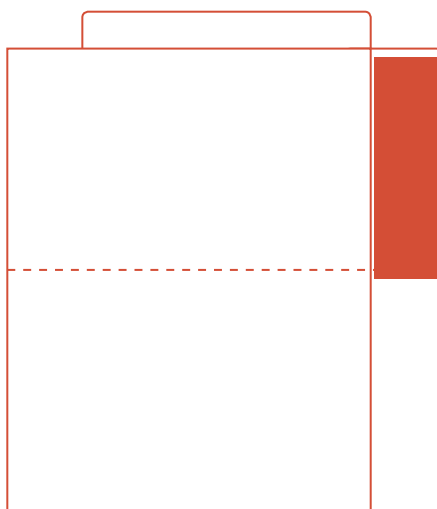
Website banner
750 px x 80 px



Homepage banner
750 px x 80 px



Homepage skyscraper
160 px x 600 px



Section skyscraper
218 px x 660 px

NOW! Advertise on the CCBC website.

**COMBINE YOUR BUY WITH
PRINT AND ONLINE FOR EXTRA
SAVINGS.**

Introducing a NEW way to advertise with the Canadian Children's Book Centre! Be sure to take advantage of our introductory rates to advertise on the CCBC's website. With over 100,000 annual visitors, the CCBC's website sections makes it easy to target your advertising specifically to parents, teachers, publishers, booksellers, and authors and illustrators.

2011 ANALYTICS

CCBC Website

86,989 visits annually

CCBC Homepage

161,043 visits annually

Author and Illustrator Directory

8,645 visits annually

Awards Page

9,918 visits annually

Author and Illustrator Resources

12,323 visits annually

Publishers, Wholesalers, and Booksellers Resources

8,663 visits annually

Teachers, Librarians, and Parents Resources

7,860 visits annually

For information on advertising on the website of the Canadian Children's Book Centre, contact:
Holly Kent, Sales & Marketing Manager
T: 416 975-0010 ext. 221
holly@bookcentre.ca

TESTIMONIALS

“I use *Best Books for Kids & Teens* in conjunction with *Canadian Children’s Book News*. Together, they provide me with timely and focused reviews and recommendations. The arrival of the publications prompts me to visit by local bookstore. In a world where it’s rare to feel on top of things, I appreciate the support provided by the CCBC.”

“CCBC is my chief source for information on Canadian materials.”

“I use *Best Books for Kids & Teens* when doing workshops with pre-service teachers at our university and in workshops that I present to teacher-librarians.”

CANADIAN CHILDREN’S BOOK NEWS: FOCUS TOPICS FOR 2012

WINTER 2012: Illustrators on display!

From the art of four graphic novel creators to the classic work of Ian Wallace, CCBC examines illustration.

SPRING 2012: Poetry for Kids and Teens

From new voices to established writers, Canadian poets are creating thoughtful works for children and teens.

SUMMER 2012: Speculative Fiction!

Looking ahead to the first Monica Hughes Award for Science Fiction and Fantasy, CCBN explores the growing world of speculative fiction.

FALL 2012: Black Canadian writers and stories

Meet the dynamic voices who are telling new stories for young readers.

WINTER 2013: The fast-growing realm of First Nations and Inuit stories

With energy and enthusiasm, writers and publishers are bringing Aboriginal stories to the fore.

IMPORTANT FACTS ABOUT *BEST BOOKS FOR KIDS & TEENS* and *CANADIAN CHILDREN’S BOOK NEWS*

- *Best Books for Kids & Teens* is now published semi-annually, in a print run of 5,000. The Spring 2012 issue will feature 64 pages covering books from 2011. The Fall 2012 issue (and following issues) will feature 32 pages of books from the previous publishing season.
- *Canadian Children’s Book News* is published quarterly in a print run of 7,000, containing 40 full-colour pages with 30 to 50 titles reviewed or profiled in each issue
- over 3,500 copies of each issue of *BBKT* and *CCBN* are distributed to CCBC members and subscribers
- selected wholesalers received bulk shipments for their staff and customers
- available by bulk subscription to public libraries and school boards
- on the newsstands of over 60 independent and campus bookstores and magazine outlets as well as Chapters and Indigo stores across Canada
- distributed at book fairs, library and book industry events and teachers’ conferences across the country
- included in the CCBC’s bestselling *Get Published: The Writing for Children Kit*