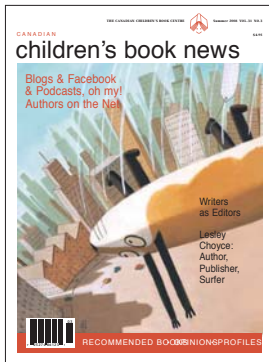


Canadian Children's Book News and Best Books for Kids & Teens

Reach the teachers, librarians, booksellers and parents who buy Canadian children's books.



Canadian Children's Book News
appears quarterly

Best Books for Kids & Teens
(formerly Our Choice)
appears annually

Canadian Children's Book News and *Best Books for Kids & Teens* (formerly *Our Choice*) help teachers, librarians, booksellers and booklovers discover new Canadian children's books and keep up with industry issues and ideas.

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

Published annually, *Best Books for Kids & Teens* is the authoritative guide to the top children's books, magazines, audio and video of the year. All entries are selected by panels of experts across the country.

The quality and quantity of Canadian children's books has never been greater and 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 in these publications today. (Inquire about our discounts for corporate members and patrons of the Canadian Children's Book Centre.)

The Canadian Children's Book Centre has been a nationally-recognized leader in connecting Canadian books and young readers since 1976. The Centre provides programs, resources, materials and activities from a national office in Ontario and four strong regional offices in British Columbia, Alberta, Manitoba and Nova Scotia.

The Canadian Children's Book Centre runs the annual touring program TD Canadian Children's Book Week and administers four major children's book awards. For more information, visit 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



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



Canadian
Heritage

Patrimoine
canadien



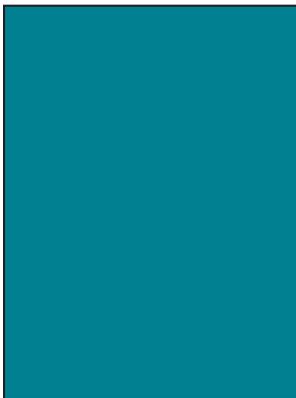
Canadian Children's Book News

Advertising rates

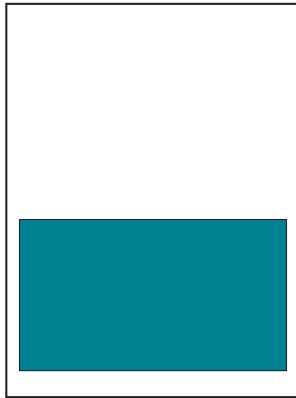
| Size | width x height | 1x rate | 2x rate | 4x rate |
|---------------------------|------------------|---------|---------|---------|
| Back cover | 7.375" x 6.5" | \$1,000 | \$975 | \$950 |
| Inside covers (full page) | 8.125" x 10.875" | 950 | 900 | 800 |
| Full page | 8.125" x 10.875" | 925 | 800 | 750 |
| Half page | 7.375" x 4.125" | 550 | 500 | 450 |
| Third page (horizontal) | 4.854" x 4.125" | 295 | 275 | 250 |
| Third page (vertical) | 2.334" x 8.375" | 295 | 275 | 250 |
| Sixth page | 2.334" x 4.125" | 225 | 195 | 175 |

| Issue | Ad confirmation | Materials due | Publication date |
|-------------|------------------|-------------------|------------------|
| Spring 2009 | March 6, 2009 | March 13, 2009 | April 15, 2009 |
| Summer 2009 | May 27, 2009 | June 3, 2009 | July 15, 2009 |
| Fall 2009 | August 22, 2009 | September 1, 2009 | October 15, 2009 |
| Winter 2010 | December 6, 2009 | December 15, 2009 | January 25, 2010 |

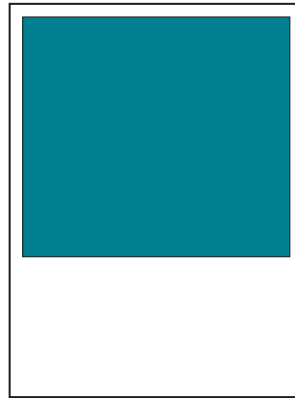
Ad sizes



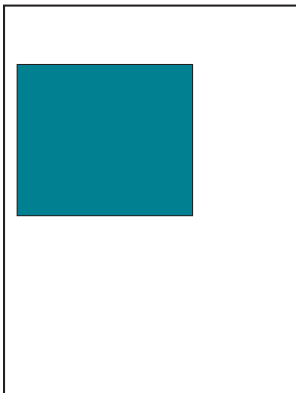
Full page
8.125" x 10.875"



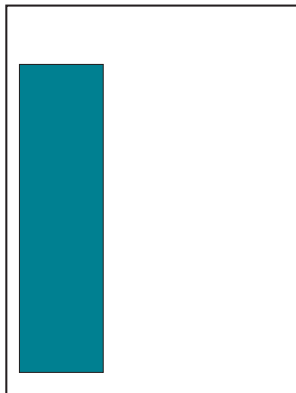
Half page
7.375" x 4.125"



Back cover
7.375" x 6.5"



Third page (horizontal)
4.854" x 4.125"



Third page (vertical)
2.334" x 8.375"



Sixth page
2.334" x 4.125"

All rates are for **full-colour ads** and are competitively priced. **Booksellers, ask about our special booksellers' page rate.**

Covering the world of Canadian children's books, *Canadian Children's Book News* is published quarterly in a print run of 8,000. Place your advertisement with us today.

Focus topics

Spring 2009: Storytelling and Books – the special link
Summer 2009: Books about disabilities
Fall 2009: The Art and Craft of Picture Books
Winter 2010: Canadian Books – Success Abroad

Artwork requirements

Digital files should be Macintosh compatible QuarkXPress version 6.5 or Adobe Illustrator version 11.0. Linked images should be a resolution of 300 dpi at 100% and saved as TIFF or EPS. Include all fonts used in files. Print quality PDFs also acceptable. Laser or PDF proofs should accompany digital files. Provide bleed for full page ads when necessary.

Send artwork to:

PS Design

Eric Siegristr
T: 416 964-0022
F: 416 964-2049
eric@psdesign.ca

For advertising inquiries, contact:

Michael Wile, Advertising Manager
T: 416 531-1483
F: 416 531-1612
ads@lrcreview.com

For editorial inquiries, contact:

Gillian O'Reilly, Editor
T: 416 489-1860
F: 416 425-8892
gillian@bookcentre.ca



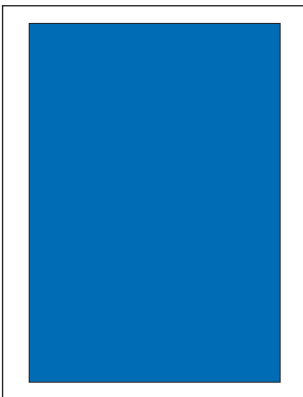
Best Books for Kids & Teens

Advertising rates

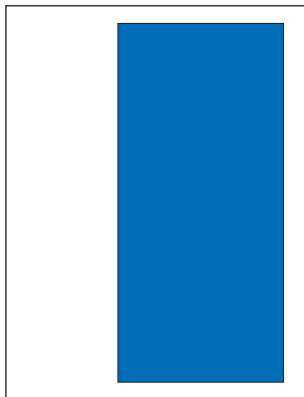
| Size | width x height | rate |
|-------------------------------|-----------------|--------|
| Inside Back Cover (full page) | 7" x 10" | \$1200 |
| Full page | 7" x 10" | 950 |
| Two-thirds page | 4.625" x 10" | 750 |
| Half-page (horizontal) | 7" x 4.875" | 550 |
| One-third page (horizontal) | 4.625" x 4.875" | 495 |
| One-third page (vertical) | 2.25" x 10" | 495 |
| One-sixth page (vertical) | 2.25" x 4.875" | 295 |

| Issue | Ad confirmation | Materials due | Publication date |
|-----------------|-----------------|----------------|------------------|
| BEST BOOKS 2008 | March 1, 2009 | March 14, 2009 | May 22, 2009 |

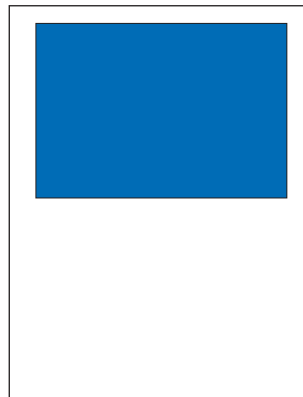
Ad sizes



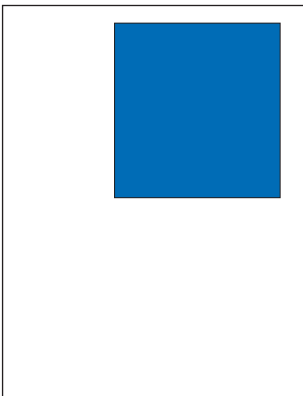
Full page
7" x 10"



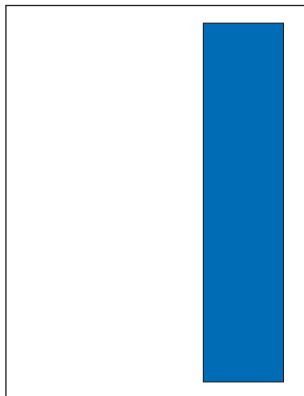
Two-thirds page
4.625" x 10"



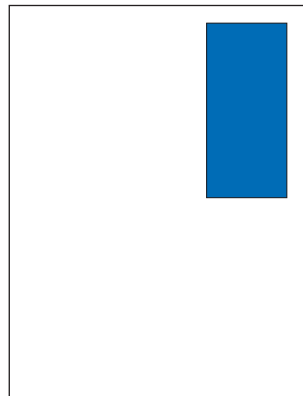
Half-page (horizontal)
7" x 4.875"



One-third page (horizontal)
4.625" x 4.875"



One-third page (vertical)
2.25" x 4.875"



One-sixth page (vertical)
2.25" x 4.875"

Our rates are for **full-colour ads** and are competitively priced.

Best Books for Kids & Teens (formerly *Our Choice*) is published annually in a print run of 8,000.

Ask about our special discounts for corporate members and patrons of the Canadian Children's Book Centre.

Artwork requirements

Digital MacIntosh-compatible files in QuarkXPress version 4.0. High resolution PDFs (300 dpi) also acceptable. Laser copies should accompany digital files.

All artwork linked to the digital file must be in EPS or TIFF format, 300 dpi pixel based (unless vector format) at 100% final size. Fonts used should be suitcased in separate folder, not embedded. Digital files can be provided on zip disk, CD or syquest disk.

Any costs resulting from late arrivals or inappropriate formats will be invoiced accordingly.

Send artwork to:

Wycliffe Smith Design Inc.

Cliff Smith
15 McMaster Avenue, Lower Level
Toronto, ON M4V 1A8
T: 416 360-1788
F: 416 360-8964
wycliffe@interlog.com

For advertising inquiries, contact:

Michael Wile, Advertising Manager
T: 416 531-1483
F: 416 531-1612
ads@lrcreview.com

For editorial inquiries, contact:

Naseem Hrab, CCBC Librarian
T: 416 975-0010
F: 416 975-8970
naseem@bookcentre.ca



Canadian Children's Book News

- published quarterly in a print run of 8,000
- 40 full-colour pages with 30-50 titles reviewed or profiled in each issue
- packed with news, reviews, author and illustrator interviews, publisher and bookseller profiles, and more on the world of children's books in Canada
- distributed to members of the CCBC and subscribers. Selected wholesalers receive bulk shipments for their staff and customers. The magazine is available by bulk subscription to many public libraries and to every school in the Calgary Catholic School District, Hamilton-Wentworth District School Board, Thames Valley District School Board, Toronto District School Board and more.
- on the newsstands of over 60 independent and campus bookstores and magazine outlets as well as Chapters and Indigo stores across Canada
- distributed at many book fairs, library, book industry and teacher conferences across the country
- included in our bestselling *Get Published: The Writing for Children Kit*

For editorial inquiries and submission information, contact Gillian O'Reilly, Editor at
T: 416 489-1860 F: 416 425-8892
gillian@bookcentre.ca

www.bookcentre.ca

For all advertising inquiries, contact Michael Wile, Advertising Manager at
T: 416 531-1483 F: 416 531-1612 ads@lrcreview.com

Best Books for Kids & Teens

- published annually in a print run of 8,000
- over 50 full-colour pages
- listings of the best children's books, magazines, audio and video arranged in 22 categories, selected by children's literature professionals – including librarians, booksellers, authors, educators and consultants – across Canada
- detailed information on all titles and special starred selections
- distributed to all members of the Canadian Children's Book Centre and available for sale to the public. Selected wholesalers receive bulk shipments for their staff and customers. *Best Books for Kids & Teens* is an essential component of the annual Book Week kit and our bestselling *Get Published: The Writing for Children Kit*.
- distributed at many book fairs, library, book industry and teacher conferences across the country
- used by Early Literacy Programs across the country

For editorial inquiries and submission information, contact Naseem Hrab, CCBC Librarian at
T: 416 975-0010 F: 416 975-8970
naseem@bookcentre.ca



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