Reach the People Who Buy Canadian Children’s Books!

TEACHERS, LIBRARIANS, CURRICULUM CONSULTANTS, BOOKSELLERS & PARENTS

The two great publications, our extensive website and the new online edition of Best Books for Kids & Teens showcase the best in Canadian children’s books.

Best Books for Kids & Teens, the authoritative semi-annual consumer guide, presents the tops in recently published Canadian books, magazines, audio and video. All are selected by expert panels across the country. The online edition of Best Books for Kids & Teens highlights the best Canadian materials in a database easily searchable by anyone stocking a bookshelf in a classroom, library or at home.

Canadian Children’s Book News is packed with book reviews, annotated reading lists, author and illustrator profiles and more. Published quarterly by season, it is read and re-read as the guide to Canadian children’s books.

The Canadian Children’s Book Centre’s website – www.bookcentre.ca – offers extensive resources and guides for the educational and trade markets with up-to-the-minute information and valuable resources for teachers and parents.

Show them Canadian children’s books are the best!
Whether you choose print, online or combine your spend to take advantage of special discounts, get your message to the teachers, librarians, parents and booklovers of all ages looking for the best in Canadian children’s books, magazines, audio and video. Showcase your products and services to the people who make the decisions.

Place your advertisement with us today!
Inquire about our discounts for corporate members and patrons of the Canadian Children’s Book Centre.

“When going on a journey, most of us like to have a guide to highlight things to experience, to see, to appreciate, to cherish. Best Books for Kids & Teens certainly offers readers a first class guide to the rich landscape of Canadian books for young people.”

Larry Swartz
Instructor, Ontario Institute for Studies in Education (OISE)
University of Toronto

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

Printing generously sponsored by
2018 AD RATES FOR CCBN & BBKT

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Size: w x h</th>
<th>1 x rate</th>
<th>2 x rate</th>
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<td>OBC (CCBN only)</td>
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<td>995</td>
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<tr>
<td>Full page – with border</td>
<td>7.375&quot; x 10.125&quot;</td>
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<tr>
<td>Half page – horizontal</td>
<td>7.375&quot; x 4.562&quot;</td>
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<td>575</td>
<td>550</td>
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<tr>
<td>Half page – vertical</td>
<td>3.594&quot; x 9.312&quot;</td>
<td>625</td>
<td>575</td>
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<tr>
<td>Quarter page</td>
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<td>445</td>
<td>400</td>
<td>370</td>
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Note: CCBC corporate members, patrons and sponsors are eligible for a 20% discount on all print advertising.

In Print!
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 discount on all website advertising.

Place your advertisement with us today.
Ad insertion order form can be found at www.bookcentre.ca under Publications.

Artwork formats and preparation
• Print quality PDF
• Adobe Photoshop – completed ad saved as flattened EPS, TIFF or a print quality PDF (resolution 300 dpi)
• Add .125” bleed for full page – bleed and offset crop marks .125”
• Crop marks not needed for half and quarter page ads

NOTE: Please label ads to indicate if they are for CCBN or BBKT

Send artwork to:
Eric Siegrist, Designer
T: 416 964-0022
eric@psdesign.ca
When sending artwork to Eric, please copy your email to meghan@bookcentre.ca and ads@reviewcanada.ca.

For CCBN editorial inquiries, contact:
Sandra O’Brien, Editor
T: 905 683-1926
sandra@bookcentre.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
C: 647 677-7948
ads@reviewcanada.ca

PUBLICATION DATES & DEADLINES

<table>
<thead>
<tr>
<th>Issue</th>
<th>Ad booking due</th>
<th>Materials due</th>
<th>Publication date</th>
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<tr>
<td>BBKT Spring 2018</td>
<td>March 1, 2018</td>
<td>March 8, 2018</td>
<td>May 1, 2018</td>
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<td>BBKT Fall 2018</td>
<td>August 30, 2018</td>
<td>September 6, 2018</td>
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<td>CCBN Winter 2018</td>
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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”
AD RATES FOR THE ONLINE EDITION OF BBKT

<table>
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<th>Section</th>
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<th>Print advertisers</th>
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<td>160 px x 600 px</td>
<td>$125/month</td>
<td>$75/month</td>
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</table>

For information on advertising on the website of the Canadian Children’s Book Centre, contact:

Michael Wile, Advertising Manager  
C: 647 677-7948  
ads@reviewcanada.ca
TESTIMONIAL FROM A READER

“Canadian Children’s Book News is an amazing resource that is used consistently at the Halton District School Board to aid in the selection of school library resources and as an awareness tool about the issues, programs, publishers, etc. that affect our library environment. We especially love the Best Books for Kids & Teens compilation as it easily identifies the essential resources for our school-aged audiences. Thanks to the Canadian Children’s Book Centre for ensuring these publications are available to us.”

– Lynn Goodwin
Manager of Instructional Media, Library Services
Halton District School Board

CANADIAN CHILDREN’S BOOK NEWS: FOCUS TOPICS FOR 2018

SPRING 2018: Remarkable Women in History
The fascinating stories of remarkable yet unsung women in history.

SUMMER 2018: Humour
The wonderful world of humorous books.

FALL 2018: The Refugee/Immigrant Experience
Writing about the refugee/immigrant experience for children.

WINTER 2018: Graphic Novels
Graphic novels and their ever growing presence in the children’s literature field.

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

• Best Books for Kids & Teens is published semi-annually, in a print run of 15,000 for the spring issue and 5,000 for the fall issue.

• Canadian Children’s Book News is published quarterly, in a print run of 8,000, 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 and booksellers receive bulk shipments for their staff and customers.

• available by bulk subscription to public libraries and school boards.

• on the newsstands of over 45 independent and campus bookstores, as well as Chapters and Indigo stores across Canada.

• distributed at book fairs, library and book industry events and teachers’ conferences.

• included in the CCBC’s bestselling Get Published: The Writing for Children Kit.