

# NAFCC Marketing Toolkit



National Association for Family Child Care

*Your Home. Your Profession. Our Commitment.*

# Marketing Opportunities

Dear Advertiser,

NAFCC, The National Association for Family Child Care, is dedicated to advocating for the family child care profession and is committed to promoting the diversity of the family child care profession through increasing training and leadership opportunities, by strengthening state and local associations, and developing strong leadership.

NAFCC is the voice of family child care and as such is a potential marketing gateway for many child care, early learning, parenting, and other related products and services. Our 8,000 members care for an estimated 60,000 children in 45,000 households. Reaching our members puts you in reach of these families and the extended parenting network of grandparents, step-families, and extended families.



The following pages highlight your organization's current marketing opportunities with (NAFCC). The chart below gives you a quick idea of available opportunities and their scope. The following pages contain additional information about each of these opportunities. Please don't hesitate to contact us with questions and to get your marketing plan in place. We look forward to working with you to find the marketing opportunity that maximizes exposure of your products or services.

<b>Marketing Opportunities</b>	<b>Contact Frequency</b>	<b>Contact Type</b>	<b>Potential Audience Reached</b>
The National Perspective	quarterly	Print and website	10,000 print reader, 75,000 website visitors
Website and Email Sponsorship	ongoing	Website and Email	75,000 website visitors, 8,000 members
Conference Exhibit	once per year	Face-to-face	1,800 attendees
Conference Program	once per year	Print	1,800 attendees
Conference Sponsorship	once per year	Print, website, email, face-to-face	1,800 attendees, 75,000 website, visitors, 8,000 members
Year-Round Sponsorship	year round	Print, website, email, face-to-face	1,800 attendees, 75,000 website visitors, 8,000 members
Marketing Bundles	varies	Varies by bundle	Varies by bundle

NAFCC is a 501©(3) not for profit organization.

Linda Geigle  
Executive Director  
800.359.3817 Ext. 147  
lgeigle@nafcc-mail.org

# Marketing Bundles

These Marketing Bundles have been developed to place your service or product in front of our members in a cost-effective and time saving manner. If you are interested in one of these packages or want to create a custom bundle to meet your special marketing needs, contact Linda Geigle at [lgeigle@nafcc-mail.org](mailto:lgeigle@nafcc-mail.org) or 1.800.359.3817.



## Platinum Bundle

**SAVE \$1004**

Item	Stand alone cost	Discount	Item total
One year enews sponsorship	\$750	20%	\$600
One year website sponsorship	\$1000	20%	\$800
(4) full page ads in the Perspective	\$2000	20%	\$1600
Full page ad in conference program	\$595	20%	\$476
Corner booth at conference	\$675	20%	\$540
Totals	<del>\$5020</del>		\$4016

## Gold Bundle

**SAVE \$869**

Item	Stand alone cost	Discount	Item total
One year enews sponsorship	\$750	20%	\$600
One year website sponsorship	\$1000	20%	\$800
(4) full page ads in the Perspective	\$2000	20%	\$1600
Full page ad in conference program	\$595	20%	\$476
Totals	<del>\$4345</del>		\$3476

## Silver Bundle

**SAVE \$1004**

Item	Stand alone cost	Discount	Item total
Six month enews sponsorship	\$400	20%	\$320
Six month website sponsorship	\$600	20%	\$480
Full page ad in 2 issues of the Perspective	\$1200	20%	\$960
1/4 page ad in conference program	\$200	20%	\$160
Totals	<del>\$2400</del>		\$1920

# Conference Exhibit Information

The annual NAFCC conference is the country's only national conference specifically for family child care professionals and draws more than 1,800 attendees each year.

## Our Audience

- The majority of attendees work in their homes with infants, toddlers, pre-school children and school age children.
- The majority have worked in the early childhood field for more than 3 or more years.
- More than 40% are other professionals working with family child care such as the Military, Resource and Referral Agencies, and Child and Adult Care Food Program.
- While nurturing is their profession, family child care providers are business owners who understand the importance of the child care environment. They attend the conference looking for new products and services to support their work.

## Exhibit Space Rates

- Booths reserved by February 28, are \$325/booth; corner booths, where there is cross-traffic, are an additional \$250.00 per corner.
- After February 28, all booths are \$425.00; corner booths, where there is cross-traffic, are an additional \$250 per corner. All booths will be sold in increments of 8' x 10' units and will be configured in peninsula, island, or in-line booth spaces.
- Please contact NAFCC for an Application for Exhibit Space and return it to NAFCC along with payment in full. Keep a copy for your files.
- Non-U.S. exhibitors—fees must be paid in full in U.S. funds by International Money Order.
- Check, money order, Visa, Master Card, may be used for payment. Deposits are non-refundable.
- No exhibitor will be permitted to set up unless NAFCC has received payment in full.



# Conference Sponsorship

The following conference sponsorship bundles were developed to help you select a marketing plan that best suits your needs and offers prominent placement of your brand.

## Event Sponsor \$15,000

- Host a major event at the conference such as a keynote
- Prominent signage at the event
- Prominent recognition on all printed material
- Full page ad in program
- Recognition from the podium during the Conference
- Priority seating at luncheon
- Prominent recognition on NAFCC's website for one year



## Platinum Sponsor \$10,000

- Host a major refreshments event
- Prominent signage at the event
- Prominent recognition on all printed material
- Half page ad in program
- Recognition from the podium during the Conference
- Priority seating at luncheon
- Prominent recognition on NAFCC's website for one year



## Gold Sponsor \$7,500

- Prominent recognition on all printed material
- Quarter page ad in program
- Priority seating at luncheon
- Prominent recognition on NAFCC's website for one year

## Silver Sponsor \$5,000

- Recognition on all printed material
- Business card ad in program
- Recognition from the podium during the Conference
- Priority seating at luncheon

## Bronze Sponsor \$2,500

- Recognition on all printed material
- Recognition from the podium during the Conference
- Priority seating at luncheon



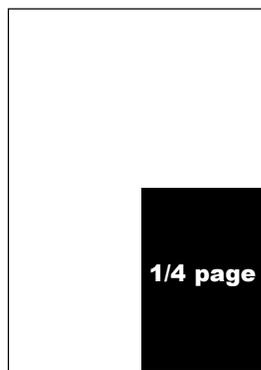
# Conference Program Advertising

The Annual Conference Final Program is mailed in advance to pre-registered attendees and distributed to all participants at the conference. Attendees use this publication as a resource before and after the Annual Conference since it is filled with information about exhibitors and presenters. It is an excellent, cost-effective way to get your message to educators when they are most focused on opportunities to improve their programs and advance their own professional development.

<b>Ad sizes</b>	<b>Dimensions</b>	<b>Print style</b>	<b>Cost</b>
Business Card	3.75" (H) x 2.5" (V)	Black & White	\$100
Quarter page	3.75" (H) x 5" (V)	Black & White	\$200
Half page	7.5" (H) x 5" (V)	Black & White	\$350
Full page (no bleeds)	7.5" (H) x 10" (V)	Black & White	\$595
Inside Front Cover	7.5" (H) x 10" (V)	Four Color	\$795
Back Inside Cover	7.5" (H) x 10" (V)	Four Color	\$795



Business Card:  
3.75" (H) x 2.5" (V)



Quarter Page:  
3.75" (H) x 5" (V)



Half Page:  
7.5" (H) x 5" (V)



Full Page  
7.5" (H) x 10" (V)

## Advertising Layout Specifications

- Trim size of Final Program is 8.5" x 11"
- Keep live matter at least .25" from final trim and 3/8" from center area of the spread
- 1/4 page and larger ads should be Portrait Orientation. No Landscape Orientation accepted.
- Quarter and half page ads must be set inside a box with at least a one point rule
- Submit ads as high resolution PDF files (minimum 300 dpi) with embedded fonts on a CD or email a ZIP file to:  
Linda Geigle at 801-886-2322 ext. 147 or email [lgeigle@nafcc.org](mailto:lgeigle@nafcc.org)

# The National Perspective - NAFCC Newsletter Information

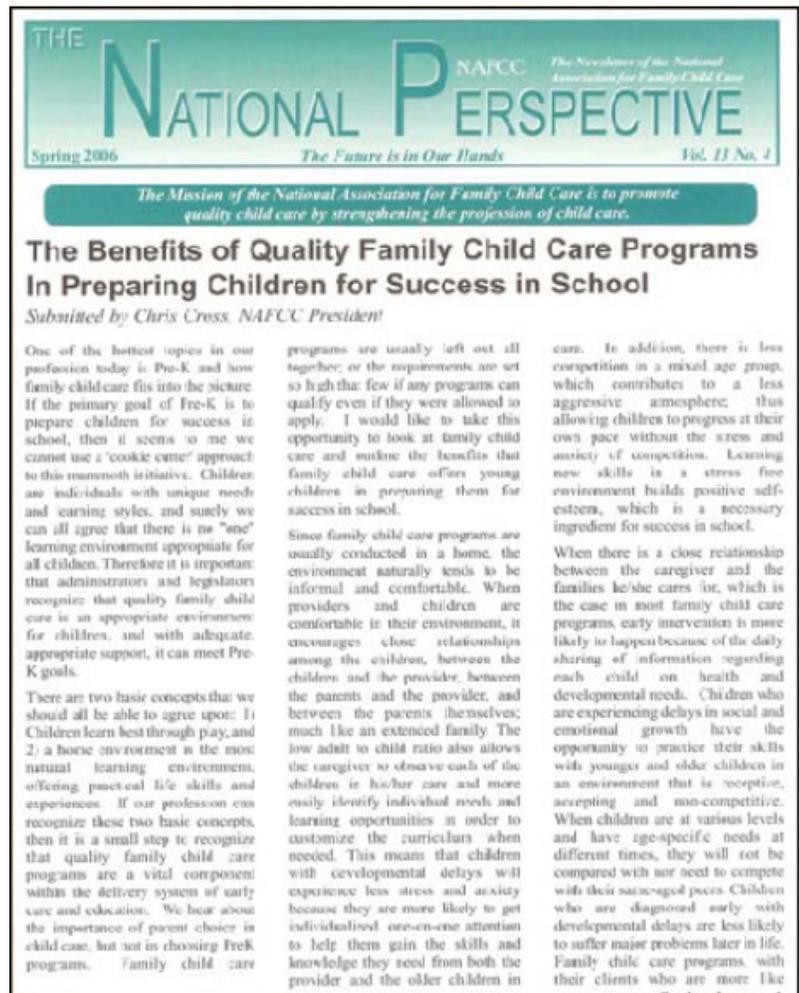
*The National Perspective* is a practical publication designed especially for family child care providers with a quarterly circulation of 10,000. Recipients include family child care providers as well as early care and education professional organizations, support groups, and policy makers. The publication also features Spanish translated articles. This publication is available for members only.

## Issue Highlights

- Presidential message
- State and regional news
- Affiliate member news and information
- Articles from early childhood leaders
- Public policy reports
- Accreditation updates and information
- List of newly Accredited providers
- Parenting news and information
- Business tips and information
- NAFCC Annual conference updates
- Calendar of events
- Essay contest information

The National Perspective is approximately 28 pages, 2- color newsletter that has been reaching our audience for over 20 years. If you would like to receive a sample newsletter to review please visit our website at: [www.nafcc.org](http://www.nafcc.org) and download the pdf newsletter file. Permission to reprint articles is

permitted with NAFCC approval, the article is reprinted in its entirety, and bears the following notice: "Reprinted with permission of the National Association for Family Child Care, 1743 West Alexander Street, Salt Lake City, Utah 84119."



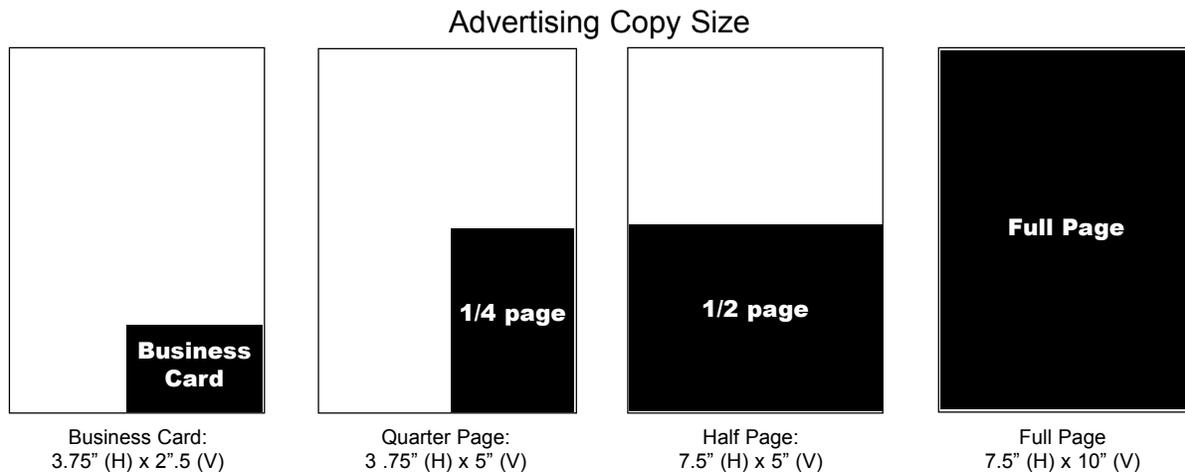
**For Article Submission Guidelines and Advertising Opportunities please contact Linda Geigle, 801-888-2322**

Insertion Order	Artwork Due	Publication Date
Winter: November 15,	December 15,	February 1
Spring: February 15,	March 15,	May 1
Summer: May 15,	June 15,	August 1
Fall: August 15,	September 15,	November 1

# Newsletter Advertising Specifications for National Perspective

## Advertising Artwork Guidelines

- Material will be in black and white.
- Ad Material Requirements: Black and White line art with a line screen of 133, camera ready negative with emulsion down, or on a disk formatted for the Mac version of QuarkXpress or Adobe Illustrator (include all fonts and graphic images).
- Please advise NAFCC staff if your ad has a specific time frame. Send digital files to: Linda Geigle, 801-886-2322
- Artwork returned to advertiser by request only.



- To secure ad placement, payment must be received at time of request. Please download the pdf insertion order form from [www.nafcc.org](http://www.nafcc.org). Select Advertising from the Menu bar and click on National Perspective.

## Rates

Size and Location - 1 Issue, 4 Issues

Full Page - \$600, \$500 per issue

Half Page - (horizontal) \$375, \$290 per issue

Quarter Page - (horizontal) \$225, \$175 per issue

Business Card - \$100, \$75 per issue

## Ad Sizes (no bleeds)

Business Card 3.75" (H) x 2.5" (V)

Quarter page 3.75" (H) x 5" (V)

Half page 7.5" (H) x 5" (V)

Full page 7.5" (H) x 10" (V)

If you have questions regarding advertising contact Linda Geigle at 801-886-2322 ext. 147 or email [lgeigle@nafcc.org](mailto:lgeigle@nafcc.org).

# NAFCC Email Campaigns and Web Sponsorships - Media Specs

Our members trust NAFCC to provide news and information that helps them in their roles as a family child care provider, mentor, trainer, or advocate.

## Email Campaign Sponsorship

This is a great opportunity to increase the visibility of your organization or business among leading early childhood educators. Monthly electronic mailings are sent to our 8,000 members.

## Web Page Sponsorship

Each month, the NAFCC Web site gets nearly 6,500+ visitors looking for information on a variety of issues, from NAFCC events and early childhood research to public policy updates and access to our Online Store.

We are continually updating the site to attract even more early childhood professionals. Web page sponsors get their logo featured on key pages such as the Home page, Membership page, Accreditation page, and/or the Conference page.

<b>Fees</b>				
<b>Venue</b>	<b>One month</b>	<b>3 months</b>	<b>6 months</b>	<b>One year</b>
Emails	\$100	\$225	\$400	\$750
Website			\$600	\$1000

## Digital Artwork Specifications

- Maximum file size: 100 kB
- Maximum width of 150 pixels
- Maximum height of 225 pixels
- Preferred formats are .gif or .jpg; no animation