



Childcare Association of WA Inc (CAWA)

CAWA is the peak body representing the interests of private providers of childcare services in Western Australia.

The Association works with centre owners, governments and other authorities to ensure that stakeholders adopt a coordinated approach to achieve responsible and better outcomes for WA children and families.

CAWA is a not-for-profit, member-funded organisation, providing a fundamental link between members of the Association and the childcare industry.

Advertising Opportunity

Advertising with CAWA offers many opportunities to promote products and services to professionals in the private/community long day childcare industry. As an advertiser, you will raise your profile by showing your involvement in the industry by supporting an industry publication. You will create brand recognition amongst readers and create an opportunity to expand your client base.

'Early Edition' – CAWA News and the **CAWA Website** are two of the information sources provided by Childcare Association of WA, and offer affordable, targeted advertising.

All advertising requirements or queries should be directed to the Executive Officer-CAWA 1300 062 645 or info@childcarewa.com

'Early Edition' – CAWA News

'Early Edition' is an A4, full-colour magazine published quarterly by CAWA. The publication is reader friendly, current and features articles dealing with the ever-expanding childcare sector, including professional development, parent issues, health, research, legal and industrial issues as well as State and Federal developments.

The target audience for *'Early Edition'* is WA early childhood professionals, centre owners, directors and staff, administrative and other industry stakeholders.

'Early Edition' is distributed free of charge each quarter to all members, State Government contacts and industry stakeholders.

CAWA welcomes articles from a variety of perspectives, the main criteria being that they provide an informative contribution to the early childhood field.

Given the nature of our target audience, CAWA asks that contributors write in a friendly, but professional manner and we encourage the inclusion of quality images/illustrations.

Articles should be approximately 600 – 800 words in length and submitted electronically in Word format. We request that the articles not be self promotional but rather factual and informative.

CAWA reserves the right to edit articles if required prior to publication, or to exclude articles that in their opinion do not conform to the requirements.

Advertising Rates

(NB: all prices quoted include GST)

'Early Edition' Magazine

Unit Size

Single Issue		Four Issues
Full Page	\$880.00	\$800.00 per issue
Half Page	\$500.00	\$450.00 per issue
Quarter Page	\$330.00	\$300.00 per issue

CAWA Website

The CAWA website—www.childcarewa.com—provides consumers with a comprehensive collection of informational content about the childcare industry, as well as details of upcoming seminars and conferences of interest to the early childhood sector.

Advertising is available on the right hand side of all pages of the CAWA website, with the exception of the Home Page for a Web Banner. Advertisers can also promote their business, or service on the suppliers page.

Advertisement positioning is controlled by CAWA committee and staff.

Specifications

Advertisements for the website must be supplied as a 72dpi image at 190 pixels wide x 285 pixels high—JPEG or GIF format.

Website

Web Banner

12 Month Period

190 pixels wide, 285 pixels high, 72dpi image, JPEG or GIF
\$450.00

Suppliers Page

12 Month Period

\$250.00