

**BEST BOOKS FOR KIDS & TEENS**



# 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](http://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 and videos. 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



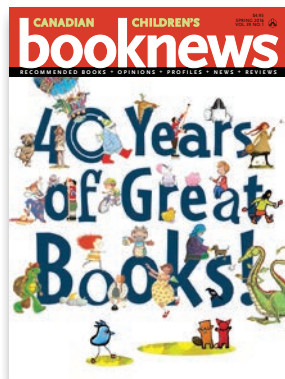
For more information about the Canadian Children's Book Centre or any of its publications, visit [www.bookcentre.ca](http://www.bookcentre.ca)



Printing generously sponsored by



**CANADIAN CHILDREN'S BOOK NEWS**



**WEBSITE ADVERTISING**



## AD RATES FOR CCBN & BBKT

| Ad Type                        | Size: w x h      | 1x rate | 2x rate | 4x rate | 6x rate |
|--------------------------------|------------------|---------|---------|---------|---------|
| <b>OBC</b> (CCBN only)         | 7.375" x 7.375"  | \$1,200 | \$1,100 | \$1,000 | N/A     |
| <b>IFC</b> (CCBN only)         | 8.125" x 10.875" | 1,100   | 1,000   | 960     | N/A     |
| <b>IBC</b>                     | 8.125" x 10.875" | 1,100   | 1,000   | 960     | 900     |
| <b>Full page – bleed</b>       | 8.125" x 10.875" | 995     | 950     | 850     | 750     |
| <b>Full page – with border</b> | 7.375" x 10.125" | 995     | 950     | 850     | 750     |
| <b>Half page – horizontal</b>  | 7.375" x 4.562"  | 625     | 575     | 550     | 525     |
| <b>Half page – vertical</b>    | 3.594" x 9.312"  | 625     | 575     | 550     | 525     |
| <b>Quarter page</b>            | 3.594" x 4.562"  | 445     | 400     | 370     | 340     |

Note: CCBC corporate members, patrons and sponsors are eligible for a 20% discount on all print advertising.

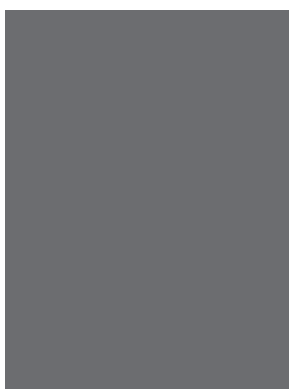
## PUBLICATION DATES & DEADLINES

| Issue                   | Ad booking due    | Materials due      | Publication date |
|-------------------------|-------------------|--------------------|------------------|
| <b>CCBN Summer 2016</b> | June 10, 2016     | June 15, 2016      | August 3, 2016   |
| <b>CCBN Fall 2016</b>   | August 5, 2016    | August 12, 2016    | October 5, 2016  |
| <b>BBKT Fall 2016</b>   | September 9, 2016 | September 16, 2016 | November 9, 2016 |
| <b>CCBN Winter 2016</b> | October 7, 2016   | October 14, 2016   | December 7, 2016 |

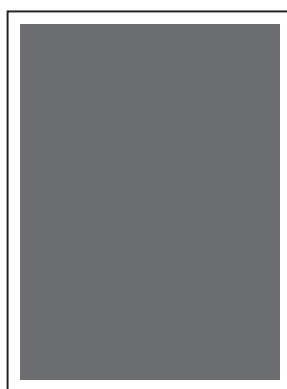
## AD SIZES



**Back cover** (CCBN only)  
7.375" x 7.375"



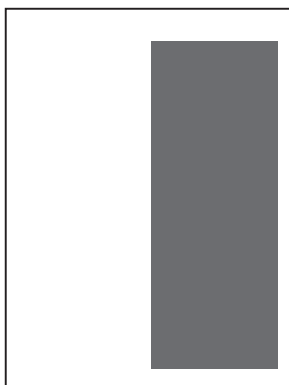
**Full page – bleed**  
8.125" x 10.875" (+.125" bleed)



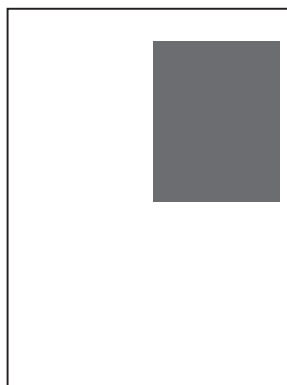
**Full page – with border**  
7.375" x 10.125"



**Half page – horizontal**  
7.375" x 4.562"



**Half page – vertical**  
3.594" x 9.312"



**Quarter page**  
3.594" x 4.562"

## 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](http://www.bookcentre.ca) under Publications.

### Artwork formats and preparation

- Print Quality PDF
- 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](mailto:eric@psdesign.ca)

When sending artwork to Eric, please copy your email to [meghan@bookcentre.ca](mailto:meghan@bookcentre.ca) and [ads@reviewcanada.ca](mailto:ads@reviewcanada.ca).

### For *CCBN* editorial inquiries, contact:

Sandra O'Brien, Editor  
T: 905 683-1926  
[sandra@bookcentre.ca](mailto:sandra@bookcentre.ca)

### For *BBKT* editorial inquiries, contact:

Meghan Howe, Library Coordinator  
T: 416 975-0010 ext. 222  
[meghan@bookcentre.ca](mailto:meghan@bookcentre.ca)

[www.bookcentre.ca](http://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  
C: 647 677-7948  
[ads@reviewcanada.ca](mailto:ads@reviewcanada.ca)

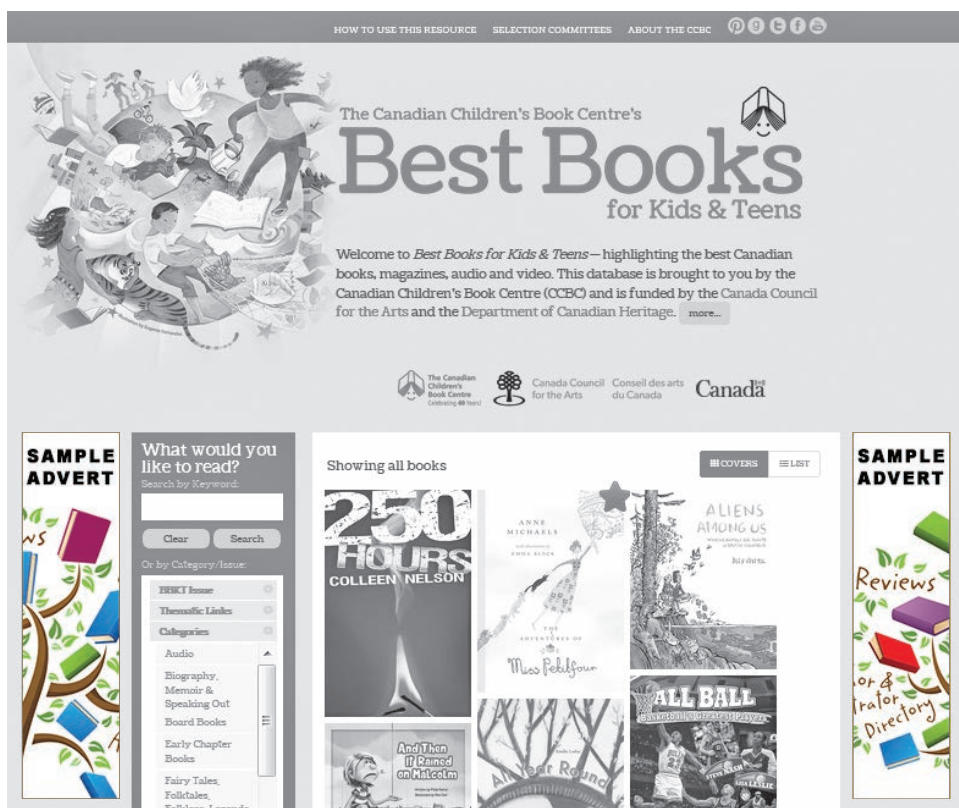
## AD RATES FOR CCBC WEBSITE

| Bookcentre.ca         | Size: w x h     | 1 month rate | 2 month rate | 3 month rate |
|-----------------------|-----------------|--------------|--------------|--------------|
| Skyscraper (rotating) | 160 px x 600 px | \$175        | \$150        | \$125        |



## AD RATES FOR THE ONLINE EDITION OF BKKT

| Bestbooks.bookcentre.ca | Size: w x h     | non-advertisers | Print advertisers               |
|-------------------------|-----------------|-----------------|---------------------------------|
| Skyscraper (rotating)   | 160 px x 600 px | \$125/month     | \$75/month (introductory price) |



# Online! Advertise on the CCBC website.

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

Be sure to take advantage of advertising opportunities on the CCBC's website. With over 100,000 annual visitors, the CCBC's website makes it easy to target your advertising specifically to parents, teachers, publishers, booksellers, authors and illustrators. Plus, advertisers in our print media receive a discount on all website advertising.

### 2015 WEBSITE ANALYTICS

87,320 unique visitors

117,769 total visits

274,508 total pageviews

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

**Michael Wile, Advertising Manager**

**T: 416 531-1483**

**C: 647 677-7948**

**ads@reviewcanada.ca**

# TESTIMONIAL FROM A READER

“The *Canadian Children’s Book News* is an amazing resource review publication 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 Wisniewski  
Manager of Instructional Media, Library Services  
Halton District School Board

## CANADIAN CHILDREN’S BOOK NEWS: FOCUS TOPICS FOR 2016

### SUMMER 2016: From Alligator Pie to Meatless Pies – A Shout Out to Canadian Poetry

A discussion on the use of poetry in Canadian classrooms.

### FALL 2016: Let’s Not Forget About Non-Fiction Books

A discussion about the process of creating a high quality non-fiction book.

### WINTER 2016: New Trends in Canadian YA Literature

What are Canadian YA authors writing about and why.

## 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 5,000.
- *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*.

