

Children's VOICE

DISPLAY ADVERTISING RATES

Effective with the Spring/Summer 2017 issue

BLACK & WHITE

Per Issue	1x	Member Rate	2x	Member Rate	4x	Member Rate
Full page	\$995	\$795	\$915	\$730	\$875	\$700
1/2 page (horizontal)	715	570	655	525	630	500
1/2 page (vertical)	795	635	730	585	700	560
1/4 page	495	395	455	365	435	350
1/6 page	295	235	270	215	260	205

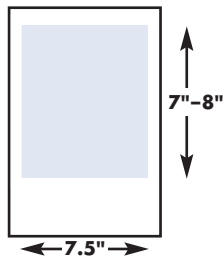
FULL COLOR

Full page	\$1,295	\$1,035	\$1,191	\$955	\$1,140	\$910
1/2 page (horizontal)	915	730	840	670	805	645
1/2 page (vertical)	995	795	915	730	875	700
1/4 page	670	535	615	490	590	470
1/6 page	425	340	390	310	375	300

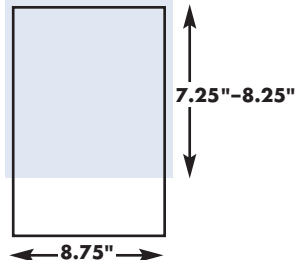
TERMS

- 20% discount for CWLA members.
- 15% commission to recognized advertising agencies (display advertising only).
- Ads appearing in *Children's Voice* and *Child Welfare Journal* will count toward a combined frequency rate for both publications. A frequency and combination discount is applied to advertising in 12-month time frame.

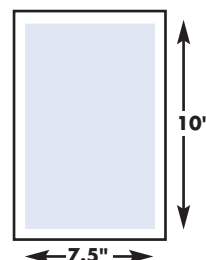
ILLUSTRATION OF AD SIZES



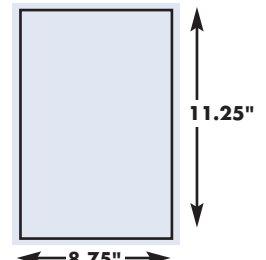
Back Cover



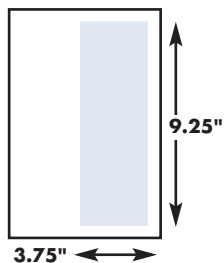
Back Cover (bleed)



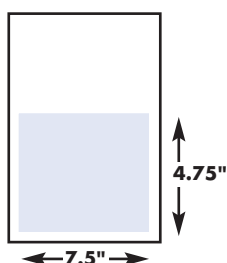
Full Page



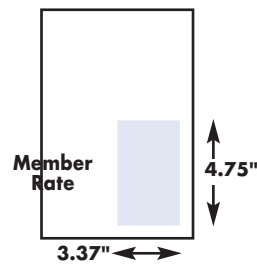
Full Page-Bleed
(trim size: 8.375" x 10.875")



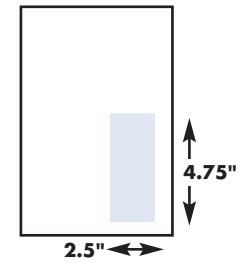
1/2 Page Vertical



1/2 Page Horizontal



1/4 Page Vertical



1/6 Page Vertical

To reserve ad space or for more information, contact:
 CWLA • 727 15th Street, NW • Suite 1200 • Washington, DC 20005
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Children's VOICE

Nearly 20,000 child and family experts read *Children's Voice* for a thoughtful, inspirational look at the hottest topics, best practices, and latest research in child welfare, plus news to connect them to valuable resources and services. Published by the nation's oldest and largest membership-based child welfare organization and a member benefit, each issue reaches chief administrators, assistant directors and other child and family experts. Nearly eighty percent of *Children's Voice* readers control the purse strings for work products and services. You won't reach our readers anywhere else.

ISSUE DATES & DEADLINES

Magazine generally mails one week before the date of publication.

ISSUE DATE	MATERIALS DUE	CONFERENCE DISTRIBUTION
Spring/Summer 2017	July 10, 2017	
Fall/Winter 2017	October 2, 2017	CWLA National Conference
Spring/Summer 2018	May 21, 2018	
Fall/Winter 2018	September 28, 2018	CWLA National Conference

Dates, distribution, and editorial content are subject to change.

Browse www.cwla.org/pubs often for updates.

Be sure to ask about sponsorship opportunities and advertising in conference programs.

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