

Children's Safety & Healthcare Coloring Book[©]

Dear Community Leader:

Many childhood injuries are preventable through education. Children are more likely to react properly to an unsafe situation when they have been taught what to do. Help teach kids how to keep themselves safe with your advertisement in **The Children's Safety and Healthcare Coloring Book**...you CAN make a difference.

Our company has published this coloring book for over thirty-five years and we would like to thank you in advance for your participation in this year's edition. Children across the United States have benefited from messages included in **The Children's Safety & Healthcare Coloring Book**. Topics range from bullying and gun safety to Stranger Danger and Health & Fitness.

Your advertisement in **The Children's Safety & Healthcare Coloring Book** is cost effective and will be seen by thousands of parents and child caregivers in YOUR community. Coloring books will be placed, at no charge, with organizations whose goals, like those at Gemini Concepts, are to educate children on current healthcare and safety issues and to keep kids safe.

THE FACTS . . .

"Each year more children die from unintentional injuries than from all childhood diseases combined."* Studies show that:

- Unintentional injuries are the leading cause of death among children 1-19 years of age. They account for nearly 37 percent of all deaths to children after infancy.**
- According to the FBI, in 2014 there were 466,949 NCIC entries for missing children. Similarly, in 2013, the total number of missing children entries into NCIC was 462,567.***
- Death rates for drowning exceed those from falls, fires, pedal cycle injuries, pedestrian injuries, and poisoning.****
- More than 225,000 children are hospitalized annually.*****
- Almost 9 million children are treated for their injuries in hospital emergency departments (EDs) each year.*****
- Today, about one in three American kids and teens is overweight or obese. The prevalence of obesity in children more than tripled from 1971 to 2011.*****
- More than 4.5 million children are injured in their homes each year.*****

*Statistical facts and supporting evidence was obtained from A Data Book of Child and Adolescent Injury, Washington D.C.: National Center for Education in Material and Child Health and the Children's Safety Network. **Centers For Disease Control & Prevention ***National Center For Missing & Exploited Children ****National Action Plan For Child Injury Prevention *****American Heart Assn. Website *****Information obtained from safekids.com

ADVERTISING RATES AND SIZES

Size	Impression Size	Rate	Cover Rate
Full page.....	7 1/4" x 9 1/2"	\$575	\$625
Half page	7 1/4" x 4 3/4"	\$ 315	\$365
1/4 page	3 1/2" x 4 3/4"	\$ 174	\$224
1/8 page.....	3 1/2" x 2 1/4"	\$ 99	
1/16 page	3 1/2" x 1"	\$ 75	

Advertisements will be professionally typeset to selected dimensions. Advertiser must furnish logo or artwork. The advertising deadline is a firm date with no exceptions.