Summershine is a publication of the Wake County Public School System, which is the largest school system in North Carolina and the 15th largest in the United States. It was created at the request of parents who desire a resource to locate camps, enrichment, daycare and track-out programs for their children.

**Our Triangle Audience**
- More than 160,000 K-12 students
- More than 19,000 educators
- More than 310,000 parents

**Our Reach**
- 188,000 distributed annually
- Over 180 Wake County elementary, middle, and high schools
- Every Wake County Public Library
- Several Triangle private and charter schools
- More than 75 pediatric businesses

**What advertisers are saying**
“Great way to reach school-aged children and parents!”
*Tim L. Camp Flintlock, Inc.*

“Summershine is absolutely the best advertising available. I filled my camps the past two summers with about 80% Summershine respondents each year, and many of them come back for school-year programs.”
*Casey I. Young Writer’s Institute*

“Summershine offers a great way to reach parents of school-aged children in Wake County. We are very pleased with the courteous staff at Summershine. Keep up the great work!”
*Moni S. Stem For Kids*
Placement
All pages are sold on a first-come-first-served basis. **Payment must be received at time of request to reserve a page.** What we deem to be the best placement goes to those who pay early.

The color pages are in the center, inside front, back, and inside back of the directory. Color pages go fast, so pay early to reserve your spot.

Full page and half page black and white advertisements are placed in the directory in the order that we determine is best for the publication.

**Ad Format**
Finished ads should be in a 300 dpi high resolution PDF or JPEG format with the original file color format as CMYK with all fonts embedded. Black and white halftone ads can be saved as grayscale. Other acceptable formats include Adobe Photoshop saved at a high resolution 300 dpi JPEG. Half page and center spread ads must be ‘horizontal’ in orientation and no larger than the sizes described. Full page ads must be vertical. We cannot do any design work or modification to your ad; it needs to be print-ready when submitted.

**2020 Triangle Activity, Camps, and Track-Out Fair**
**Date:**
Saturday, March 7, 10am-2pm
Connect face-to-face with area parents and WCPSS students.
www.wcpss.net/trifair

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### Space

<table>
<thead>
<tr>
<th>Full Color Ads</th>
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<tbody>
<tr>
<td><strong>Ad Type</strong></td>
<td><strong>Price</strong></td>
</tr>
<tr>
<td>Center Spread</td>
<td>$3,300 (1 available CALL FIRST!)</td>
</tr>
<tr>
<td>Back cover</td>
<td>$2,500 (1 available CALL FIRST!)</td>
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<tr>
<td>Inside front cover</td>
<td>$2,200 (1 available CALL FIRST!)</td>
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<tr>
<td>Inside back cover</td>
<td>$2,200 (1 available CALL FIRST!)</td>
</tr>
<tr>
<td>Inside near front or next to TOC</td>
<td>$1,600 (2 available CALL FIRST!)</td>
</tr>
<tr>
<td>Color page near center</td>
<td>$1,600 (10 available CALL FIRST!)</td>
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<table>
<thead>
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<th>Black and White Ads</th>
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<tr>
<td><strong>Ad Type</strong></td>
<td><strong>Price</strong></td>
</tr>
<tr>
<td>Half page</td>
<td>$500</td>
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<td>Full page</td>
<td>$800</td>
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*TOC= Table of Contents

**Print Mechanical Requirements**

<table>
<thead>
<tr>
<th>Full Color Ads</th>
<th>Width x Height</th>
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<tbody>
<tr>
<td>Center Spread (both pages)</td>
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<tr>
<td>Back cover</td>
<td>7.5 x 10</td>
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<td>Inside front cover</td>
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<td>7.5 x 10</td>
</tr>
<tr>
<td>Color page near center</td>
<td>7.5 x 10</td>
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</table>

<table>
<thead>
<tr>
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<th>Width x Height</th>
</tr>
</thead>
<tbody>
<tr>
<td>Half page</td>
<td>7.5 x 4.75</td>
</tr>
<tr>
<td>Full page</td>
<td>7.5 x 10</td>
</tr>
</tbody>
</table>
**Table of Contents**
Each advertisement includes a listing in the alphabetical table of contents. You may also select to have your company listed under the ‘What’s Happening by Program Type’ pages. You may pay to have your company name in bold. Company names in the table of contents must be the company/program name.

Here are categories:

- **Arts**
  Creative enrichment in music, art, photography, dance, design, writing, etc.

- **Before/After School**
  Childcare before and/or after the school day

- **Daycare**
  Childcare covering a work/school day

- **Education**
  Tutoring, homework help, enrichment in core subjects, special education support

- **Entertainment**
  Amusements, movie theaters, food, toys, family vacations

- **Medical**
  Dentists, pediatrics, speech therapists, hospitals, etc.

- **Real Estate**
  Realtor, Residential, Agent, Broker, Buyer’s Agent, Seller’s Agent

- **Residential**
  Overnight child enrichment

- **Sports**
  Physical enrichment in team or individual programs

- **Trackout**
  Childcare for youth in year-round calendar schools

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**Editorial Calendar**

<table>
<thead>
<tr>
<th>Issue</th>
<th>Space Reservation</th>
<th>Deadline</th>
<th>Release</th>
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</thead>
<tbody>
<tr>
<td>Fall edition</td>
<td>March-August</td>
<td>August</td>
<td>September</td>
</tr>
<tr>
<td>Spring edition</td>
<td>October-December</td>
<td>December</td>
<td>February</td>
</tr>
</tbody>
</table>

**Submission**

**Option 1: Online**
1. Go to www.wcpss.net/camps.
2. On the left side, select “Advertisers.”
3. Select “Advertiser’s Login” and enter your username and password.
4. Follow the steps to request space, submit your ad and pay by credit card.

**Option 2: Mail/Walk-in**
1. Obtain the request form at www.wcpss.net/camps.
2. Mail or walk-in your payment to the following address:
   WCPSS Summershine
   Attn: Sharon Davis, Accounting
   110 Corning Road, Crossroads II
   Cary, NC 27518

**Contact Information**

Phone: Senior Administrator, Brian Thacker 919-694-0557
      Coordinator, Jan Ruede 919-694-0559
      Designer, Jenny McAllister 919-694-0553

Email: lifelonglearning@wcpss.net
Web: www.wcpss.net/camps
Why Summershine?

**Plan**
Design Solutions For Your Summershine Ad
3 Tips

**Print**
Reasons Print is Still Relevant
12 Tips

**$$$. Profit**
Ideas to Generate More Income
12 Tips

**Promote**
Ways Summershine Promotes You
5 Tips

Go to wcpss.net/camps and select the Advertiser tab to read “Why Summershine?”

Print catalogs drive sales for all income groups. 60% of online shoppers want a catalog.