Triangle Camps, Track-Out, and More, formerly known as 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. We don’t use tax money and profits are funneled back to support the schools!

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

Our Reach
- 184,000 distributed annually
- Over 190 Wake County elementary, middle, and high schools
- Every Wake County Public Library
- Several Triangle private and charter schools
- Multiple pediatric and medical businesses

What advertisers are saying
“Love this publication!”
Joy B. - Saint Mary’s School

“The publication is a wonderful way to reach interested students and parents. Its circulation has been invaluable to our program. Thank you!”
Maureen M. - Educational Services Center

“This offers a great way to reach parents of school-aged children in Wake County. We are very pleased with the courteous staff...Keep up the great work!”
Moni S. - Stem For Kids

Spring 2021 Deadline: December 4, 2020
**Space**

<table>
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<th>Full Color Ads</th>
<th>Price</th>
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<tr>
<td>Center Spread</td>
<td>$3,300 (1 available CALL FIRST!)</td>
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<tr>
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<td>$2,500 (1 available CALL FIRST!)</td>
<td></td>
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<tr>
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<tr>
<td>Inside near front or next to TOC</td>
<td>$1,600 (1 available CALL FIRST!)</td>
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<td>Full page</td>
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*TOC= Table of Contents

**Print Mechanical Requirements**

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<thead>
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**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.

**BECOME A SPONSOR!**

**2021 Triangle Camps, Track-Out and More Fair**

Date: Saturday, Feb. 20
Time: 10am-2pm
Location: TBD
More info: wcpss.net/trifair
**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

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

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

- **Residential**
  Overnight child enrichment

- **Special Needs**
  Activities that support children with special needs

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

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

- **Virtual**
  Camps offered online.

- **and More**
  Medical, Real Estate, Services, etc.

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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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<tbody>
<tr>
<td>Fall edition</td>
<td>March-August</td>
<td>August</td>
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<tr>
<td>Spring edition</td>
<td>October-December</td>
<td>December</td>
<td>February</td>
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**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 Triangle Camps, Track-out, and More
   Attn: Accounts Receivable
   111 Corning Road, Crossroads III
   Cary, NC  27518

**Contact Information**

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

Email: lifelonglearning@wcpss.net
Web: wcpss.net/camps
Why Triangle Camps, Track-Out, and More?

Print is Still Relevant
1. According to the USPS, 72% of people surveyed said that printed catalogs make them more interested in a retailer’s products.
2. 84% have purchased an item after seeing it in a printed catalog.
3. Neuroscience research supports the value of physical catalogs as a complement to digital communications.
4. Printed materials create awareness and inspire consumers to buy through other channels.

We Offer Design Solutions For Your Ad
1. We can help! We provide free templates with confirmed ad placement.
2. Go to http://99designs.com to allow designers to bid on your ad, creating a prototype for you, and driving your cost down.
3. Obtain high quality images, premade layout designs and use online photo editors with a simple online search: Canva, Fotor, PicMonkey, Pixlr, and more!

How We Promote You
1. A total of 92,000 copies distributed directly to your target market:
   - All Wake County elementary, middle and high schools receive them. Elementary students take one home to their parents.
   - All Wake County Public Libraries
   - Private and Charter Schools
   - Local businesses
2. Placement in our Online Searchable Directory
3. Promotion through local partner events, WCPSS events, social media posts, local professional networking, and more.

wcpss.net/camps