

# Summershine

Youth Camps, Services, Daycare and Track Out



wcpss.net/camps

**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, day care 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

### Our Features

- Online event calendar **New!**
- Free templates
- Online searchable directory
- Password-protected ad archive
- Six-month shelf life
- Twitter and Facebook pages with growing number of followers
- Email and website exposure to every student in Wake County Public Schools



### 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*

# Summershine

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## Space

Full Color Ads	
Ad Type	Price
Center Spread	\$3,300 (1 available CALL FIRST!)
Back cover	\$2,500 (1 available CALL FIRST!)
Inside front cover	\$2,200 (1 available CALL FIRST!)
Inside back cover	\$2,200 (1 available CALL FIRST!)
Inside near front or next to *TOC	\$1,600 (2 available CALL FIRST!)
Color page near center	\$1,600 (10 available CALL FIRST!)

Black and White Ads	
Ad Type	Price
Half page	\$500
Full page	\$800

\*TOC= Table of Contents

## Print Mechanical Requirements

Full Color Ads			
Ad Type	Width	x	Height
Center Spread (both pages)	16	x	10
Back cover	7.5	x	10
Inside front cover	7.5	x	10
Inside back cover	7.5	x	10
Inside near front or next to TOC	7.5	x	10
Color page near center	7.5	x	10

Black and White Ads			
Ad Type	Width	x	Height
Half page	7.5	x	4.75
Full page	7.5	x	10

## 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

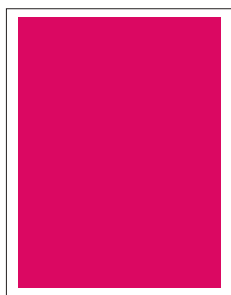
Finished ads should be in a 300 dpi high resolution PDF or JPEG format with the original file color format as CMYK with all fonts embedded. Black and white halftone ads can be saved as grayscale. Other acceptable formats include Adobe Photoshop saved at a high resolution 300 dpi JPEG. Half page and center 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.

## 2019 Triangle Activity, Camps, and Track-Out Fair

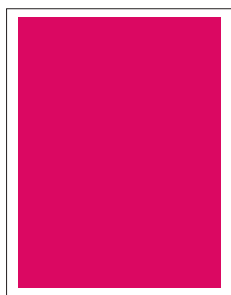
### Save the date:

April 9th, 2019 | 10am - 2pm

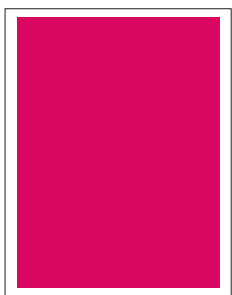
The fair is your opportunity to connect face-to-face with area parents and WCPSS students.



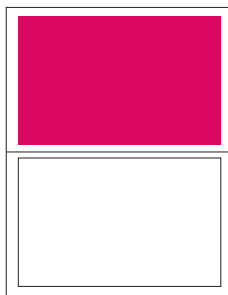
Back cover



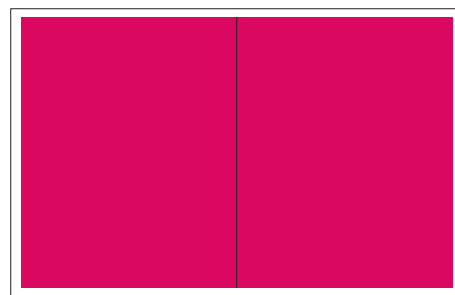
Full page Color



Full page B&W



Half Page B&W



Center Spread

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## 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



### Pediatrics

Dentists, pediatrics, speech therapists, hospitals



### Residential

Overnight child enrichment



### Sports

Physical enrichment in team or individual programs



### Trackout

Childcare for youth in year-round calendar schools



Six-month shelf life

## Editorial Calendar

Issue	Space Reservation	Deadline	Release
Fall edition	March-August	August	September
Spring edition	October-December	December	February

## Submission

### Option 1: Online

- 1 Go to [www.wcpss.net/camps](http://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](http://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](mailto:lifelonglearning@wcpss.net)  
Web: [www.wcpss.net/camps](http://www.wcpss.net/camps)

# Why Summershine?

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## Plan

Design Solutions For  
Your Summershine Ad

**3** Tips

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## Print

Reasons Print is  
Still Relevant

**12** Tips

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## **\$\$\$** Profit

Ideas to Generate  
More Income

**12** Tips

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## Promote

Ways Summershine  
Promotes You

**5** Tips

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Go to [wcpss.net/camps](http://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.

