

Triangle Camps, Track-Out, and More

previously known as Summershine



wcpss.net/camps

Fall 2024 Deadline: July 5, 2024

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 excessive revenue is funneled back to support the schools!

Our Triangle Audience

- More than 160,000 K-12 students and their families
- More than 19,000 educators

Our Reach

- Over 175,000 distributed annually
- Over 190 Wake County elementary, middle, and high schools
- Every Wake County Public Library
- Several Triangle private and charter schools
- Varied businesses in the Triangle

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

Our Features

- Six-month shelf life
- Free templates
- Online searchable directory
- Password-protected ad archive
- Twitter and Facebook pages with growing number of followers
- Email and website exposure to Wake County Public School System students and families



Space

Full Color Ads	
Ad Type	Price
Center Spread	\$3,650 (1 available CALL FIRST!)
Back Cover	\$2,750 (1 available CALL FIRST!)
Inside Front Cover	\$2,425 (1 available CALL FIRST!)
Inside Back Cover	\$2,425 (1 available CALL FIRST!)
Inside Near Front or next to *TOC	\$1,775 (1 available CALL FIRST!)
Color Page Near Center	\$1,775 (6 available CALL FIRST!)
Color Page Near Back	\$1,775 (2 available CALL FIRST!)
Color Full Page, Non-Prime Location	\$1,500 (Varied available)
Color Half Page, Non-Prime Location	\$1,100 (Varied available)

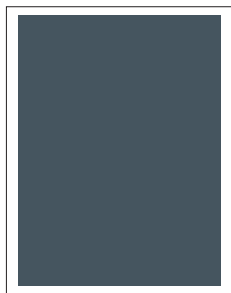
*TOC= Table of Contents

Black and White Ads	
Ad Type	Price
Half page	\$550
Full page	\$885

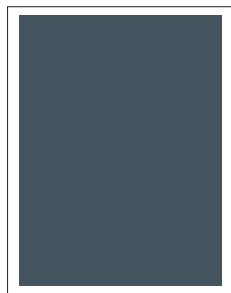
Print Mechanical Requirements

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
Color page near back	7.5	x	10
Color Full Page, Non-Prime Location	7.5	x	10
Color Half Page, Non-Prime Location	7.5	x	4.75

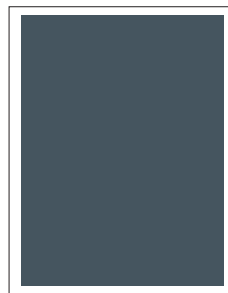
Black and White Ads			
Ad Type	Width	x	Height
Half page	7.5	x	4.75
Full page	7.5	x	10



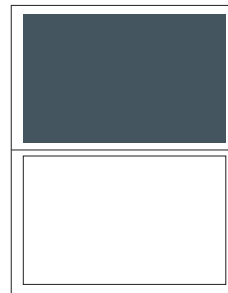
Back cover



Full page Color



Full page B&W



Half Page B&W



Center Spread

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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.

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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



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.



Editorial Calendar

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

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: Brian Thacker, Senior Administrator
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 Over 170,000 copies distributed directly to your target market annually:
 - 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.



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