

# SUMMER OPTIONS

A Guide to Summer Camps, Classes and Programs for Triangle Youth



The News & Observer, The Herald-Sun and Child Care Services will partner again this year to produce the Triangle's most comprehensive guide to youth summer programs — Summer Options 2018. Your ad supports this vital project, while making your message stand out from the many available camps and classes. The enhanced online package for Summer Options includes a promotional campaign on our website network as well as banners for you to use in a personalized online campaign, with direct link to your website. Promotional ads link to the complete print section, so your ad reaches tens of thousands of online readers who don't receive the section via the newspaper. PLUS, it will be available for one month after the publication date.

- Summer Options targets those ZIP codes with the highest percentage of children ages 5 to 14 — prime targets for summer camps.
- Copies will be distributed with The News and Observer, The Herald-Sun and Triangle.com Weekly
- The Wake/Johnston edition will be distributed to 125,000 households in The News and Observer, The Herald-Sun and Triangle.com Weekly.
- The Durham/Orange edition will be distributed to 75,000 households in The News and Observer, The Herald-Sun and Triangle.com Weekly.
- By advertising in both editions, you reach the 200,000 households that are most likely to send their kids to camp.



...ensuring affordable, accessible, high quality child care for all young children and their families.

## Wake/Johnston Edition

**Wednesday, Feb. 14, 2018**

Delivered to select ZIP codes via The News & Observer.

## Durham/Orange Edition

**Wednesday, Feb. 14, 2018**

Delivered to select ZIP codes via The News & Observer and The Herald-Sun.

**Space/Proof Deadline** Tuesday, January 23, 2018  
**Camera Ready Deadline** Friday, February 2, 2018  
**Ad Release Deadline** Monday, February 5, 2018

Tabloid format

## RATES (full color/enhanced online)

Ad Size	WAKE EDITION		DURHAM EDITION	
	Impressions	Rate	Impressions	Rate
Full Page	60,000	\$1,185	46,000	\$890
Half Page	30,000	\$623	23,000	\$472
Quarter Page	15,000	\$335	12,000	\$258
Eighth Page	8,000	\$187	7,000	\$147

For more information about advertising, call your account executive  
 Raleigh/Cary 919-836-5600, 919-836-5610, 919-836-5645  
 Chapel Hill/ Durham: 919-419-6714, 919-829-8913



**The Herald-Sun**

