



# 2019 CAMPS

Promote your summer program to more than 250,000 readers in Fairfield County.

This special section will be packed with camps that have everything from tennis and religion to educational programs, arts and nature studies.

**Publication Dates:**

**Friday, February 8, 2019**  
Community Weeklies

**Sunday, February 10, 2019** Dailies

**Space, Press Release & Ad Materials Deadline:\***

**Tuesday**  
**January 22, 2019**

**Final Ad Approval:**

**Friday**  
**January 25, 2019**

Tabloid		
Size	Ad Size	Rate
Full Page	9.25" x 10.5"	\$2,500
Half Page (H)	9.25" x 5.1"	\$1,500
Half Page (V)	5.479" x 10.5"	\$1,500
1/4 Page	5.479" x 5.1"	\$850
2 x 5	3.597" x 5"	\$675
1/8 Page	5.479" x 2.63"	\$550

**Includes Color**

**Includes special section being emailed to 50,000 targeted camp consumers.**

**BONUS\***

Advertisers with a **1/4 page or larger ad** may submit a 300-word press release.

**For more information, contact your Media Consultant or call 203-330-6238.**

Rev. 10/2/2108

New Haven Register | The Middletown Press | The Register Citizen  
Shoreline Times | Litchfield County Times



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All this rolls into a powerful audience delivery system for your company's marketing message. Reach the Greater New Haven Metro, New Haven suburbs, the Shoreline (East of New Haven) and Litchfield County with one ad placement.

Who should advertise in this tabloid-sized section? Sleep-away camps, Day Camps, Sports Programs, Music Programs, Arts and Theater Camps, Health Camps, Computer Camps, Summer School Day Programs and all YMCA program...just to name of few of the ideal clients for this publication.

## FEBRUARY ISSUE

Publishes: Friday, Feb. 22

Space Reservations/Stories:  
Friday, Feb. 1

Final creative submission/  
approval: Wed., Feb. 6

## MARCH ISSUE

Publishes Friday, March 22

Space Reservations/Stories:  
Friday, March 1

Final creative submission/  
approval: Wed., March 6

**March Issue Discount:** Take 50% off the March issue when you start with the February issue and pick up the same ad for March. Must run the same ad and same ad size. (Add \$300 for a color ad)

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