

# Summer Camps

Advertising in our Summer  
Camp Guides makes filling  
your camps a breeze.

Thousands of kids are headed to camp again this summer and The San Diego Union-Tribune has the perfect advertising vehicles to help you reach their parents, fill your camps and coffers, and make you, well...a happy camper.

For several years now, discerning parents have used the **Summer Camp Guide** – produced by the U-T's news department – as a reference to literally hundreds of camps of all kinds throughout San Diego County. This year, the U-T will publish three Summer Camp Guides, each reaching more than one million readers countywide: **Summer Camp Guide I** (publishing on Saturday, March 7); **Summer Camp Guide II** (publishing on Saturday, April 11) and **Summer Camp Guide III** (publishing on Saturday, May 16).

The Summer Camp Guide banner groupings and individual ads will appear in our popular **Smart Living** section, where savvy consumers look for money- and time-saving tips.

Each **Summer Camp Guide** is a comprehensive guide to summer activities. Showcasing ads for dozens of specialty camps, each competing for the opportunity to make campers happy. Don't be left stranded. Advertise in

the U-T's **Summer Camp Guide** and make it a memorable summer for your campers...and for you. To advertise, call your Union-Tribune account manager, or **Kelly Gloria** at **(619) 293-1906**.

## **Summer Camp Guide I**

**Publication:** Saturday, March 7

**Reservation Deadline:** Tuesday, February 24

**SignOnSanDiego.com:** Online through July 31

## **Summer Camp Guide II**

**Publication:** Saturday, April 11

**Reservation Deadline:** Tuesday, March 31

**SignOnSanDiego.com:** Online through July 31

## **Summer Camp Guide III**

**Publication:** Saturday, May 16

**Reservation Deadline:** Tuesday, April 28

**SignOnSanDiego.com:** Online through July 31

*Call your account manager for information regarding  
[SignOnSanDiego.com](http://SignOnSanDiego.com).*

The San Diego  
**Union-Tribune.**

To advertise, call **(619) 293-1906**

# Summer Camp Guide display ads and online rates

**Publishes on March 7, April 11 and May 16 inside Saturday's Smart Living section, to target families and moms.**

Buy an ad of at least 1x3 inches and get the second ad at 25% off, the third at 35% off, and get an enhanced listing on SignOnSanDiego.com for just \$99 more. Online ads in all packages run from March 7 through June 30, 2009.

- Directory listing and online-only ad can be purchased for flat rate of \$199.

- Also available is a \$99 special, which includes a directory listing in the March 7 printed issue and online for the specified period.

## 1 x 3 ad size

First ad = \$333.60 net  
Second ad = \$250.20 net  
Third ad = \$216.84 net

(Actual Size)

## 2 x 2 ad size

First ad = \$444.80 net  
Second ad = \$333.60 net  
Third ad = \$289.12 net

(Actual Size)

## 2 x 5 ad size

First ad = \$1112.00 net  
Second ad = \$834.00 net  
Third ad = \$722.80 net

(Actual Size)

## 2 x 3 ad size

First ad = \$667.20 net  
Second ad = \$500.40 net  
Third ad = \$433.68 net

(Actual Size)