



The KIDS' DIRECTORY
SUMMER CAMP ISSUES 2008
 ARE ALREADY IN THE WORKS!!



Reserve now!

fax reservation form (next page)

Summer Camps 2008 will be featured monthly in our January thru June issues

Now that the weather is getting cold....it's time to start planning for when it gets warm again. Summer 2008 is right around the corner! Get a head start spreading the word out about your camp and what it has to offer.

Our full color publication comes out every month - from January to June and highlights camps in and around Union, Essex and Bergen Counties. 40, 000 copies are distributed to over 1300 targeted locations monthly. Target your advertising and be in these county editions (or all three!)

Essex Kids
Union Kids
Bergen Kids

We offer low full color display ad rates....a full color publication ...printed on attractive glossy magazine stock and... delivered in a convenient digest size resource guide that is just the size moms like to carry around with them. Plus free camp listings on our website and in print!

Our next closing date: December 10th

**Call us at 973-303-3027 or 908-295-0149
 to set up a meeting or to get more information.**

See page 2 for reservation form



SUMMER CAMPS 2008 RESERVATION FORM

Summer Camp Sections will be featured 6 months in our January thru June issues

FAX or MAIL FORM TO RESERVE AD SPACE: We will contact you regarding your advertising creative details. We look forward to helping you reach out to your community!

KIDS DIRECTORY
PO BOX 542
ROSELAND, NJ 07068

CONTACT: Sandra Leu, Publisher
fax: 973-833-0324 tel: 973-303-3027
email: sandraleu@comcast.net

Camp Name: _____ Phone #: _____
Contact Name: _____ Fax: _____
Mailing/Billing Address: _____ Email Address: _____
_____ Zip _____

FULL COLOR DISPLAY AD: Full Pg 1/2 Pg 1/3 Pg 1/4 Pg 1/6 Pg
Monthly Rates Per County @ \$525 @ \$295 @ \$225 @ \$175 @ \$125
(Please refer to rate sheet for more details – 10% off for each additional counties)

TERM: 4 months 6 months other _____
(additional 5% off w/6+ months)

Circle Months: Jan & Feb Mar & Apr May & June July (Camp in Action) Sept/Oct/Nov/Dec
(there are 6 separate camp issues, printed 2 months at a time) Early Registration '09

COUNTY EDITION(s): (Pls circle) ESSEX UNION BERGEN

NEED ARTWORK? (Y / N) _____ (\$35 to Create, \$10-\$20 Revisions)
Email ad creatives (Logo, picture/images and text copy - high resolution (300 dpi) files (JPG, PDF, TIF, EPS)
to: ads@essexkidsdirectory.com or ads@unionkidsdirectory.com or ads@bergenkidsdirectory.com

LISTING DESCRIPTION: A 4- or 6- month ad placement includes free camp listing published in print and online.
All advertisers receive a complimentary link on our website and a customized web page.

Camp Name: _____
Camp Address: _____
Camp Tel: _____ Date(s): _____
Website: _____ Ages: _____
Description (25 words):

PAYMENT INFORMATION: _____ credit card (preferred) _____ check
Credit Card: Visa MC Amex #: _____ exp: ____ / _____

SIGNATURE: X _____ date: _____

Payment is on a monthly basis. Payments are processed between the 20th and 25th of every month prior to the month the ad will run. If paying by check, Kids Directory is authorized by you to charge the amount due to your credit card on file if we do not receive other form of payment by the 15th of the month the ad is running. All payments are net 15 days. If paying by check, please make checks payable to: Kids Directory, and mail to: Kids Directory, PO Box 542, Roseland, NJ 07068. This agreement is a contract. Advertiser is bound by the duration of advertising months as stated above. If Advertiser opts not to renew contract past the original time frame marked above, written notice must be provided thirty (30) days prior to the expiration of the contract. Advertiser is required to provide payment for the entire duration marked above even if advertiser opts to no longer be in the directory.