

Go to Camp with Weekly Reader!

Exclusive Distribution to Affiliated Camps: May 1st – August 31st, 2009

Weekly Reader Custom Publishing is the exclusive educational partner of the American Camp Association®

This means that in addition to distributing materials to schools, we can also send your posters, samples and more to targeted camps. Mailings can be an extension of an in-school program or a stand-alone summer initiative.

Direct to Camper Delivery

Whether at a day camp or a sleep-away camp, kids always appreciate a special treat and parents are always receptive to money-saving promotions and offers!

Amazing Reach One summer mailing can reach up to 15 million people!

- Number of ACA camps: 2,600
- The average number of campers per camp: 1,979
- 1,979 campers X 2,600 camps = 5.1 million campers
- 10-12 million parents or guardians
- 262,076 staffers



Targeted Distribution

Weekly Reader Custom Publishing will work with you to make sure your message gets to your target audience. Camps can be targeted by specific geographic regions/states/cities, types of camps (e.g., girls only, sports, religious, not-for-profit) or activities and specialty (e.g., weight loss, performing arts, tennis, wilderness trips).

The ACA is the largest association serving the organized camp industry, the only organization that provides accreditation for camps, and the leader in the field with nationally recognized standards for camp administration.

Deadlines & Costs:

- Costs to be determined by client preferences
- Cost for creative development, shipping and fulfillment are incremental
- Please allow 12 weeks for development and fulfillment

Sample package concepts for campers, families and directors:

- Posters: for rec areas, lockers, home
- Movie screening invitations
- Samples: camper and/or parent samples
- Back-to-School Messaging: fashion must-haves; reading guides and more
- Coupons
- Mini-magazines
- Sporting event announcements and promotions
- Camp journals or autograph books
- Camp activity booklets
- Writing Tips: letters, postcards, diaries and journals
- Arts & Crafts: photo albums/scrapbooks

For more information:

Contact your Business Development Manager or Publisher, MaryEllen McLaughlin at mmclaughlin@weeklyreader.com (914) 242-9091

For more information, visit www.weeklyreadercustompub.com