

[Kids' Programs Media Planner]

2019

Jan 1 - Feb 14

- Special Ad Section: Afterschool Programs that Keep Kids Fit (from Aquatics to YMCA Fitness Programs)

Big Book of Camps

May

- Special Ad Section: Summer Programs and Camps

July 1 - Aug 14

- Special Ad Section: Last-Minute Camp

Aug 15 - Sept 30

- Special Ad Section: Afterschool Program Sampler

Big Book of Camps

October

- Fall Arts Preview: Music, Theater and Dance

November

- Holiday Theater Preview

Special Issues

Big Book of Education

- STEM Programs

Raising Teens

Digital

- Dedicated E-Blasts
- Weekly Newsletters
- Digital Advertising
- Featured/Premium Directories
- Video
- Q&A: Ask the Expert
- Custom Content

**Indicates Special Advertising Section*