

# Central California Parent

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Dear Camp Directors,

The summer of 2023 will be here sooner than we think! *Central California Parent Magazine* is currently working on its **twenty-ninth annual Camp Fair '23** plans, and we hope you are thinking along those lines, too. Parents are anxious to see what your camp has to offer!

Our twenty-ninth annual Camp Fair '23 will be held on **Wednesday, March 29th, 2023**, at The New Manchester in Fresno, California. We look forward to your participation in Camp Fair '23 with *Central California Parent Magazine*.

**Following is the registration form for our twenty-ninth annual fair. Please complete the registration form and return it to us as soon as possible to reserve your booth. Payment is due by March 20th, 2023.**

Parents make up the greatest buying power in America today. *Central California Parent Magazine* targets the parent market which enables advertisers to receive the highest return on their investment. *Central California Parent Magazine* offers high interest, informative articles, balanced with summer camp, preschool, and enrichment activity listings, health information, and a monthly calendar of family events, including entertainment and attractions. The magazine is reader-friendly, attractive, clean, and professional.

As the trusted Central California resource for parents for over 30 years, we offer a digital edition and distribute printed copies monthly throughout Fresno, Kings, Madera, and Tulare Counties. *Central California Parent Magazine* is considered "a trusted resource with a very loyal readership." Parents seek information on what is best for their children in local products and services. Our readers keep the magazine all month long until they pick up the next issue; therefore, your advertisement will be seen over and over again.

We hope you consider *Central California Parent Magazine* in your 2023 summer camp advertising budget. Following are our summer specials. We look forward to working with you.

Feel free to call if you have any questions about Camp Fair '23 or summer advertising. Register now and get ready for a successful summer!

Sincerely,

Central California Parent Team

# Pack Up For Summer Fun!

## The Twenty-Ninth Annual Camp Fair '23

presented by *Central California Parent*

Pack your bags and get ready for some summer fun—*Central California Parent* is sponsoring the Twenty-Ninth Annual Camp Fair '23. This showcase of sleep-away camps, local camps, and enrichment programs offers you a chance to get a jump on summer registration. Share your program's unique qualities and interact with hundreds of potential campers and their parents! You can hand out camp literature as well as make presentations on all of your camp's benefits.

Best of all, you will be there personally to enthuse parents and kids about what a wonderful experience your summer camp will be. We are certain you'll convince lots of new campers to pack their bags and head for the fun!

Camp Fair '23 will be promoted in the digital and print issues of *Central California Parent Magazine*—a trusted resource to parents in the Central Valley. Camp Fair will also be promoted on our social media platforms, in our Family E-Newsletters, distributed school flyers, community notifications, and more!

Call (559) 435-1409 or email [ccparent@ccparent.com](mailto:ccparent@ccparent.com) with any questions!



**Reserve Your Booth Now—Space is Limited!**

Camp Fair '23

Wednesday, March 29th, 2023 from 3–7 p.m.

at The New Manchester (1901 E. Shields Avenue, Fresno, CA 93726)

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### Camp Fair '23 Registration Form

This form serves as both your registration form and your invoice.

Camp Name: \_\_\_\_\_ Contact Name: \_\_\_\_\_

Camp Phone: \_\_\_\_\_ Day-Of Contact Phone: \_\_\_\_\_

Camp Mailing Address: \_\_\_\_\_ City: \_\_\_\_\_ Zip: \_\_\_\_\_

*Camps should plan to follow the Health & Safety postings inside the venue as well as any Health & Safety requirements that are in place for the event. Camp Fair fee is \$210. Return this form via email or mail. Make checks payable to Central California Parent and mail to Central California Parent: Camp Fair, 7638 N. Ingram Suite #101, Fresno, CA 93711. Credit card payment can also be taken over the phone by calling (559) 435-1409. Deadline is March 20th, 2023.*



# Central California Parent

The Magazine for Central California Families

## Boost Enrollment!

Boost your summer program enrollment in our Summer Camp Directory in our March, April, May, June, and July issues.

### SHOW OFF YOUR CAMP IN A DISPLAY AD

Check out our Special Monthly Rates

Full page .....	\$1600	1/4 page .....	\$475
1/2 page .....	\$890	1/6 page .....	\$320
1/3 page .....	\$600	1/8 page .....	\$275

### COME TO CAMP FAIR '23 WEDNESDAY, MARCH 29TH

At Camp Fair '23 your camp representative will meet qualified parents in person to tell them about your camp's special features. Call for our registration form.

### DESCRIBE YOUR CAMP'S SPECIAL FEATURES

Describe your camp's special features in an advertorial. Be included in our annual Summer Camp Directory! Only \$1 per word per month!

### BONUS VALUES:

#### DOUBLE YOUR CAMP'S EXPOSURE!

Register for Camp Fair '23, Wednesday, March 29th, OR advertise your camp in a display ad for a 1/2 PRICE Summer Camp Listing!

#### TRIPLE YOUR CAMP'S EXPOSURE!

Register for Camp Fair '23, Wednesday, March 29th, AND advertise your camp in a display ad for a FREE SUMMER CAMP LISTING!

Reach 60,000+ Decision Makers  
(559) 435-1409 • [ccparent@ccparent.com](mailto:ccparent@ccparent.com)