

because



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To thank you for sponsoring Tune In To Kids, **Washoe Family** is pleased to offer the opportunity to display your advertising message to the household of every child and every employee in the Washoe County School District (K-12), for a total of 38,000+ homes. The following advertising opportunities are available only to Tune In To Kids sponsors and exhibitors.

Platinum & Gold Sponsors:

All Platinum & Gold Sponsors will receive a 25% discount on one ad - to be placed by April 14, and to run no later than December 2007. This is available to both existing and new **Washoe Family** advertisers. Rates and demographic information can be found at www.washoefamily.com.

Special Tune In To Kids Advertising Section:

All sponsors & exhibitors are welcome to purchase an ad in a specially designated Tune In To Kids advertising section in the April 2007 issue. This is an excellent opportunity to expand your message beyond the Tune In To Kids event itself. Coupons and special offers are a great way to encourage parents and teachers to visit your business.

Tune In To Kids And **Turn On**
The FUN!!!

- Reading & Media Literacy
- Parent Involvement
- Hobbies & Recreation
- Math & Science
- Arts & Culture
- Health & Fitness

Special Advertising Section

1/4 Page
(3.6182 x 4.22)
\$500

1/6 Page
(2.35 x 4.125)
\$395

Please visit www.washoefamily.com for more information on **Washoe Family**.
For details or to book your ad, please call Jackie Shelton at (775) 324-4332.