



National
Tell a Joke Day:
August 16, 2018



LAUGH IT UP!

Highlights® magazine is known for its jokes, and this hilarious new four-book collection is ideal for promoting National Tell a Joke Day—and every day. Each book invites kids to submit their own jokes to the magazine, while the display and event kit provide in-store support.

Point-of-Sale Display



24-copy floor display

All books: \$5.99 U.S.

6 copies each:

- ◆ Best Kids' Knock-Knock Jokes Ever! Volume 1
978-1-68437-245-4
- ◆ Best Kids' Jokes Ever! Volume 1
978-1-68437-244-7
- ◆ Best Kids' Knock-Knock Jokes Ever! Volume 2
978-1-68437-246-1
- ◆ Best Kids' Jokes Ever! Volume 2
978-1-68437-243-0

48" h x 13" w x 14" d

Retail Price: \$143.76 U.S.

Display: 978-1-68437-357-4

Prepack: 978-1-68437-368-0



Host an Event!

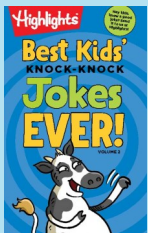
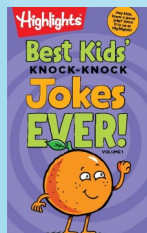
Email
marketing@highlightspress.com
for a joke event kit!

Digital Marketing

- ◆ Facebook and Twitter: Funny Friday joke posts throughout the year
- ◆ Prominent placement via the homepage banner on Highlights.com in July and August
- ◆ Social media campaign to encourage kids to submit jokes to *Highlights* magazine via jokes@highlightskids.com
- ◆ Hashtag promotion (#Highlightsjokes) via Facebook and Twitter

New

On-Sale Date:
7/17/18



4 1/4" x 7"
128 pages
\$5.99 U.S.

