

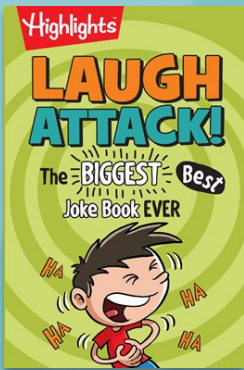


National
Tell a Joke Day is
August 16th

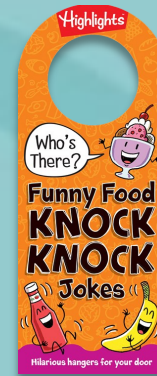
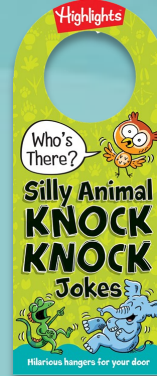
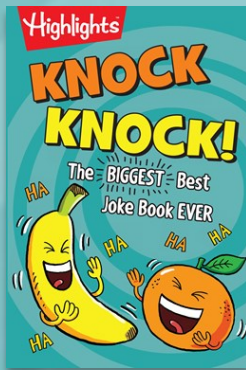


LAUGH IT UP!

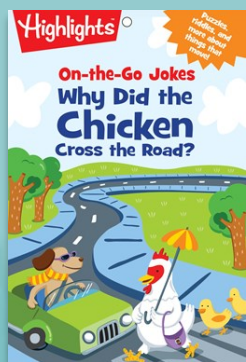
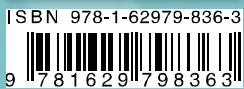
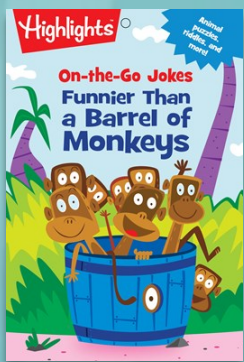
Highlights® magazine is known for its jokes, and our bestselling collection of books and pads is the perfect showcase for humoring your customers with a National Tell a Joke Day promotion.



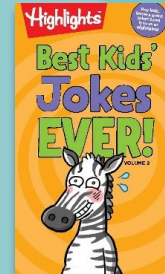
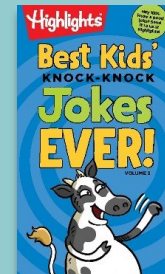
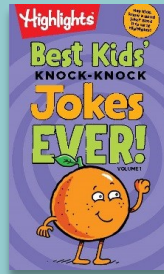
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4 ½ x 10 ¾ • 32 pages • Ages 6–9 • \$4.99 U.S./\$6.99 CAN



6 x 9 • 64 pages • Ages 6–9 • \$4.99



4 ¼ x 7 • 128 pages • Ages 6–9 • \$5.99

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

Host an Event!

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