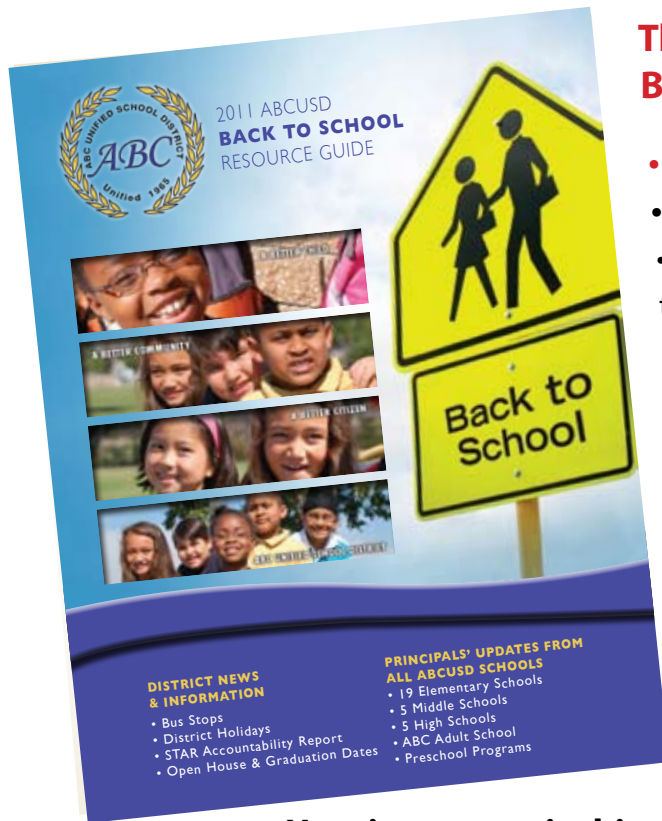


ABC Unified School District's 14th Annual Back-to-School Publication

Deadline August 8, Publishing August 22

Everyone Who Cares About
Education Will Read This Publication
2012-13 Information About Schools in
Cerritos, Artesia, Hawaiian Gardens, Norwalk, and Lakewood.



The 14th Annual ABC Back-to-School Publication:

- **37,000 circulation, over 80,000 Readers**
- **35,000 homes**
- Distributed to **ALL 31 ABCUSD Schools** and their families (over 19,000)
- Distributed to **ALL 2,500 ABCUSD employees** and their families
- **Full-Color magazine format (8.25 x 11)**
- Articles and information from ABCUSD; bus-stops, school events, vacation schedules, welcome letter from every Principal in ABCUSD giving the publication an extra-long shelf life.

How important is this publication to the ABCUSD? Here is what Dr. Mary Sieu, Superintendent says:

"This publication is an invaluable resource guide that the entire school district turns to throughout the year. This is our most important publication of the year; we use this as an information and marketing piece for new and incoming parents and students, as well as new families looking to move into our school district."

*Dr. Mary Sieu,
Superintendent, ABCUSD*

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