

Advertising Procedures

These procedures provide guidance for the acceptance of advertising or promotion of products or services to school district students, parents, staff and community members in the schools.

School Publications

School publications include, but are not limited to, programs, yearbooks, calendars, brochures, websites, announcements, or other communications distributed by the school district.

Advertisements may be accepted for publication only after advance written approval from the appropriate administrator. If an advertisement is rejected, written notice shall be provided to the advertiser with the reason for rejection of the advertisement.

Promotional Activities on Site or at Events

Profit and nonprofit entities and organizations may promote their products and/or services on school district property with prior written approval. The appropriate administrator shall approve all promotional activities that occur at the building site before, during or after the school day.

Materials being distributed to students or staff during the promotion, must be approved in accordance with Policy 505 and/or Policy 904. Individuals representing or appearing on behalf of the entity or organization must comply with policy 903 (visitors.)

Operator Certificate of Compliance ST19 Minnesota Revenue form must be submitted with the application form to be on site. A copy of the food handler's license must be submitted if sales include food products.

How do I submit my display and/or website ad?

Complete the advertising request form and submit it with a hard copy of the ad to the community education office.

Once approved and payment received, the display or website ad should be submitted digitally as a Jpeg in black and white and in color to the community education office.

Advertisers are accepted on a first-come, first-served basis until available number of ad slots are sold. The district publications will not be enlarged nor will the educational offerings be jeopardized in any way because of the ads.

How do I submit my request for flyers/materials to be sent home with students or given to staff ?

Submit a copy of the flyer/materials to the community education office a minimum of five days in advance of desired distribution time.

All flyers/materials going home with students or placed in staff mailboxes must contain the following disclaimer in bold type: **DISCLAIMER: The School District does not endorse or promote the message contained in this material. All costs for the creation and distribution of these materials have been paid for by the sponsoring organization or entity.**

Display ad or flyers for bulletin boards should be brought to community education office for approval.

Upon approval and receipt of payment, advertisers will be informed of the number of copies and packets they need to make.

How do I submit my request for onsite promotions?

Submit the advertising request form, ST19 form and if appropriate, food handler's license to community education. Upon approval and receipt of payment, applicant will be given a permit number for event. All advertisers and associates at the booth must purchase appropriate event ticket.

ADVERTISING GUIDELINES

2020-21

**A way to reach consumers in the
greater NBAPS area**



ISD #138 School Board provides opportunities for non-profit organizations and businesses to advertise in school district publications, websites and at local events within the procedures and guidelines established.

Guidelines

Display Ads & Distribution of Materials

Advertisers determine content of ads. The ads may not contain reference to:

- Alcohol
- Tobacco
- Drugs
- Drug paraphernalia
- Weapons
- Pornographic illegal obscene unrated or "R" rated or above movies
- Non-charitable gambling
- Political (position, party, or candidacy)

According to postal regulations, ads included in non-profit, bulk mailings may not promote credit, debit or charge cards, offer insurance policies or promote travel.

Advertisers determine the design of ads which must compliment the overall design of the publication. Advertisements deemed controversial will not be accepted.

Non-school material will not be distributed through school district-sponsored electronic mail systems.

School District Property

Advertisers negotiate a contract with the superintendent of schools which must be approved by the school board.

Promotions on Site or at Events

Advertisers must set up in the designated space and sell or promote only what is indicated on application form. One chair will be provided when advertising inside. No table provided.

When at an outside event, advertisers bring table and chair. Booth canopies may be used in designated areas.

Advertisers are not allowed to place flyers on vehicles parked on district grounds.

Events Approved for Advertisers

- Open house at schools
- Concerts
- Parent/Teacher Conferences
- Activities
- Training Seminars
- Other

Fee Structure

Display Ad for Brochures and Handbooks

	Youth 501(c)3 Activity	All Other	Multi Color Ad
1/8 page	\$50	\$150	plus \$25
¼ page	\$85	\$210	plus \$50
½ page	\$115	\$265	plus \$75
Full page	\$250	\$450	plus \$100

Community/Commercial Display Ad on Bulletin Board in Staff Lounge for two weeks

501(c)3	Other	
\$15	\$35	No charge for non-solicitation flyers.

Coupons

two-sided advertisement that has coupon offer

	Youth 501(c)3 Activity	All Other	Multi Color Ad
2.5"x2.5"	\$85	\$150	plus \$25

Distribution of Flyers and Materials for Students and Staff

	Youth 501(c)3 Activity	All Other
1/2 page	\$15	\$190
Full 8.5 x 11	\$30	\$250

All flyers or materials must be submitted for approval a minimum of five days in advance of desired distribution time and must contain the following disclaimer in bold type:

DISCLAIMER: The School District does not endorse or promote the message contained in this material. All costs for the creation and distribution of these materials have been paid for by the sponsoring organization or entity.

Refer to policy 505/904 —Distribution of Materials

Upon approval, advertiser will be given distribution numbers and amount owed. Advertiser must print flyers and deliver to appropriate school.

Stadium Banners

Businesses may purchase a 42"x96" vinyl banner with their company's logo. Banners will be displayed at the stadium in the fall and at the baseball or softball fields in the spring. The banner will be displayed from August 1-July 31 with an option for renewal each school year. No partial year contracts.

First Time Fee: \$350 includes banner production and advertising fee for one year. The company will assume any additional fees for artwork.

Renewal: \$150 includes advertising fee for one school year. Please contact Community Education at 651-674-1023 to renew.

Please contact the Community Education office for additional information and banner specifics.

Fee Structure

District, School, or Department Websites

Youth 501(c)3 Activity	All Other
\$75/month/page	\$125/month/page

Links from ISD #138 Websites to Advertiser's Website

	Youth 501(c)3	All Other
Annual fee	\$75	\$125

On-site Promotions at Events*

Indoor Event

	Youth 501(c)3	All Other
10x6	\$15	\$99
20x6	\$75	\$159

Outdoor Event

	Youth 501(c)3	All Other
10x10	\$25	\$105
12X12	\$35	\$135

* Multi Event Fee

fee covers up to five sites for same activity or five dates for same activity when reserving at time of application.

Operator Certificate of Compliance ST19 Minnesota Revenue forms are required for all event participants.

Those receiving permission to sell food, must submit a copy of their food handler's license.

Advertisements may be rejected by the school district if determined to be inconsistent with the educational objectives of the school district or inappropriate for inclusion in the publication.

Questions?

Call Community Education
at (651) 674-1023

or

email commed@northbranch.k12.mn.us