



Advertise in the Robbinsdale Area Schools Community Education Catalog

Why advertise with us?

- Delivered to 58,000 homes in Crystal, New Hope, Robbinsdale and the communities of Golden Valley, Plymouth, Brooklyn Center and Brooklyn Park that are part of the Robbinsdale School District.
- An electronic copy of the catalog is on our website ced.rdale.org. Most of our customers register online, which means our website is viewed a lot!
- Additional 1,500 catalogs are available at businesses, libraries, and schools throughout the community.
- Advertise in an attractive, informative catalog. Magazine style - 8 ¼" wide x 10 ¾" high with full color throughout.
- Within this catalog, we reach these key segments of our market audience:
 - Adult Academic, Adult Enrichment, Youth Enrichment, Adults with Disabilities, Preschool and Early Childhood.

Who can advertise?

Advertising is preferred from organizations, programs and services related to Health, Arts, Education, Recreation or Community Events. Advertisements from organizations, programs or services that conflict or compete with District activities, programs or services will not be accepted.

How should I format and submit my ad?

- FIRST, call Cindy Harloff at 763-504-4904 to request ad space. "First-come, first-served"! Ad space tends to fill, so don't wait too long to call.
- Ads must include the name of the organization and a contact telephone number or website address.
- All ads need to be submitted "camera ready" via email. Submit in a high-resolution (at least 300 dpi) PDF, JPG, or EPS format. Please be sure all fonts and graphics are embedded in the file. All text and graphics in black or CMYK (please convert photos to CMYK as well as if you want them in color).
- Ads may not include a registration form or cut-out coupon.
- Payment must be made with ad submission. We accept cash, check or credit card (Visa, Mastercard, Discover) payments.

Submit your ad to Cindy Harloff at cindy_harloff@rdale.org.

Deadlines

- January 31, 2020 Spring/Summer catalog mailed end February 2020

What else do I need to know?

Advertisements are accepted on a "first-come, first-served" basis. Inclusion of an advertisement is on a space available basis and is not guaranteed. If space does not allow for an ad, a full refund of the fees paid will be made.

The Community Education Department will review and approve or reject ads for compliance to District policies and fit within the vision of the Robbinsdale Area Schools Community Education Catalog.

Policy 905AP, Advertising, states "In no instance shall publications accept advertising or advertising images for alcohol, tobacco, drugs, drug paraphernalia, weapons, or obscene, pornographic, or illegal materials. 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".