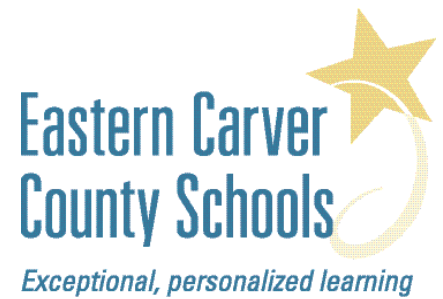


advertising opportunities



Our school district serves the areas of Carver, Chanhassen, Chaska and Victoria, and we succeed together as one community. We are a national leader in personalized learning because of our strong, innovative curriculum that challenges each student throughout our district.

Why advertise with Eastern Carver County Schools?

- **Highly-educated adult population** – 56.7% of adults (ages 25-64) in Carver County have an associate degree or higher – the highest percentage of any county in Minnesota. – *U.S. Census Bureau 2007-11 American Community Survey*
- **Affluent community** – Carver County is ranked as the 30th richest county in the U.S. – *U.S. Census*
- **Target mothers and their spending power** – Women account for 85% of overall consumer spending including everything from food, to autos and healthcare. – *Greenfield Online for Arnold's Women's Insight Team*
- **Our community strongly supports our schools** – Our referendum vote in 2013 passed with the highest percentage of support of any school district in the Twin Cities metro area.

By the numbers...

- 9,500 student population
- 1,372 district employees
- 62,438 district resident population (and growing!)

Print advertising

School Report Newsletter

- Newsletter to share school news with our community
- Three times per year with occasional special editions
- Color publication printed on groundwood paper (higher quality than newspaper)



Ad type	Publication	Rate per year	Max. # of sponsors
Display Ad – 3.25”W x 2.5”H	School Report	\$3,000 (\$1,000 per publication)	3

Electronic advertising

112Online district e-newsletter

- Sent to 16,000 email addresses twice per month from August to June, once per month in summer
- Additional special editions are sent periodically throughout the year
- Average open rate of 35% (*compare this to average open rate of non-profit email messages of 27.2%*)
- Roughly 10,700 unique views per month



Contact

Print and electronic advertising:
 Nicole Stumpf • 952-556-6204 • StumpfN@district112.org

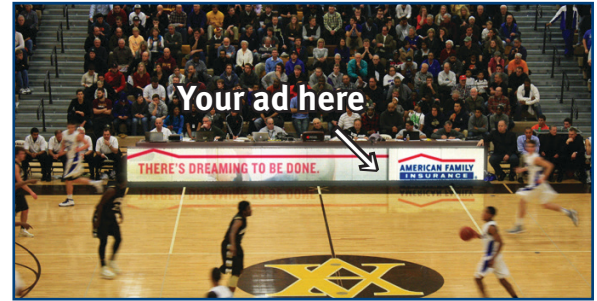
Sporting event advertising

Basketball, Football and Volleyball games

Digital display board shown at all high school varsity home games

Average attendance per game (high schools combined):

- Boys' Basketball: 822
- Girls' Basketball: 590
- Football: 3,872
- Volleyball: 567



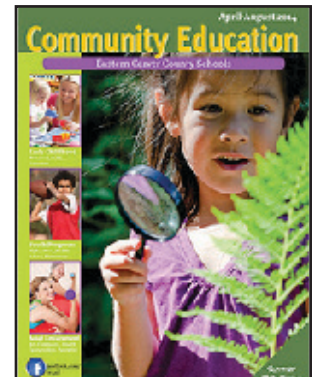
Contact

Sporting event advertising:
School Space Media • 612-284-2344

Community Education catalog

Catalog overview

- Distributed 3 times per year: Mid-August, January, and May.
- Circulation to each household to the communities of Carver, Chanhassen, Chaska, Victoria, and Waconia as well as area businesses. Roughly 31,000 catalogs produced.
- Full color, glossy cover on catalog.



Ad size (inches)	Price per issue		Price per 3 issues Billed 3 times per year	
	Black/white or spot color	Full color	Black/white or spot color	Full color
Full page (6.5w x 8.75h)	\$825	\$1,030	\$2,103 (\$701 per issue)	\$2,781 (\$927 per issue)
Half page (5w x 4.25h)	\$450	\$565	\$1,147.50 (\$382.50 per issue)	\$1,525.50 (\$508.50 per issue)
1/3 page (5w x 2.75h)	\$325	\$410	\$828.75 (\$276.25 per issue)	\$1,107 (\$369 per issue)
1/4 page (2.375w x 4.25h)	\$250	\$315	\$637.50 (\$212.50 per issue)	\$850 (\$283.50 per issue)

- The inside-back-cover is also available to purchase in full color with a glossy finish.
- We are available to produce your ad for you. Production costs are dependent on ad specifications. Minimum charge: \$50.

Contact

Community Education catalog and/or Victoria Recreation Center:
Marilyn Miller • 952-942-7355 • marilynwel@aol.com

Continued on next page

Victoria Recreation Center - Dasher Boards

- Dasher board advertisements are available in two ice rinks.
- The ice rinks are rented nearly 15 hours/day and more than 2,000 hours each year for practices, lessons, games and tournaments.
- High school hockey games often bring in over 800 spectators per game.
- With on/off season activities combined, your advertising dollars are at work 12 months out of the year.
- Dasher board advertisements surround the surface of both rinks and provide visible and lengthy exposure to arena patrons.



Ad terms	One rink only*	Both (East & West) rinks*
1 year	\$1,000	\$1,800
2 years	\$1,500	\$2,700
3 years	\$2,200	\$3,960

**All dasher board prices are negotiable.*

Contact

Community Education catalog and/or Victoria Recreation Center:
 Marilyn Miller • 952-942-7355 • marilynwel@aol.com