



**HODGES LOZZI**  
Eisenhammer Rodick & Kohn

*Proudly supporting D155 schools since 2006*

**BMO**



**Alli**

Have a great

# COMMERCIAL ADVERTISING GUIDE

COMMUNITY HIGH SCHOOL DISTRICT 155

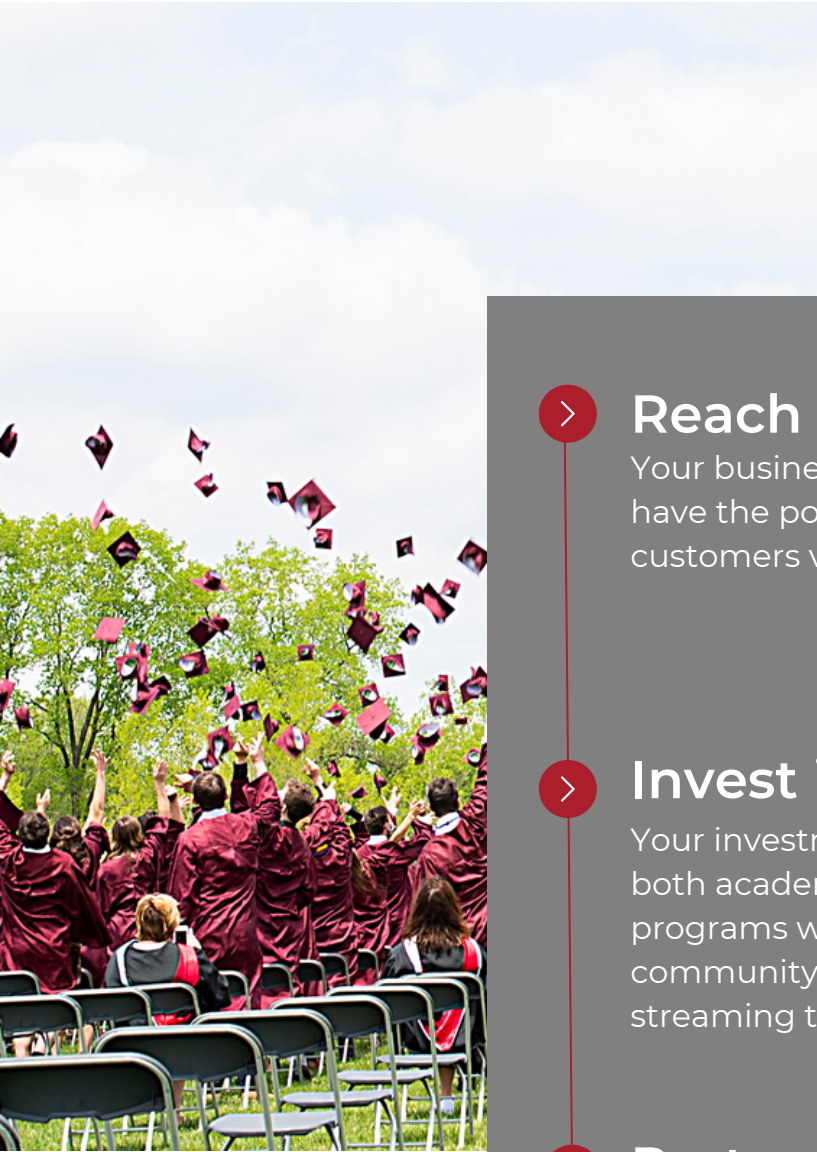
**SAVE 5%**  
if you pay by  
June 30, 2023.

**2023-2024**



**INSPIRE. EMPOWER. NURTURE.**  
Enter with promise. Leave with purpose.

# Why Advertise with D155?



## Reach Potential Customers

Your business will be highly visible and you have the potential to reach 55,000+ potential customers via digital & sports packages.



## Invest in Education

Your investment will benefit students in both academic and extracurricular programs within the District and provide community access to game-changing streaming technology.



## Partner with a Nationally Recognized School District

D155 is ranked among the best schools nationally and the best district in McHenry County. Connect with D155 students, parents, and teachers.



# Sports Package

## Stadium Banner



D155's advertising program allows you to advertise your business and the products and services you provide in highly visible areas around our school campuses.

Advertisements are displayed in full color on a large (4' x 8') durable banner near the stadium scoreboard. Banners are professionally produced using a high-resolution digital printing process. The district ensures banners are securely displayed for fall, spring, and summer sports seasons. The cost to print and install the banner is included in the total cost below.

Advertisement space is limited and 12 spots per school are available in the stadium. Businesses can select one school or multiple schools to advertise with.

▲ **10,000 - 57,000**  
**VISUAL IMPRESSIONS**  
generated from the stadium banners from students, athletes, parents, and community members who attend various events throughout the school year.

Cost	Spots Available
\$1,400 (One School) 4' x 8' Banner	12 (Per School)

**Multi-year discount:**  
**3 Years - 10% Discount | 5 Years - 20% Discount**

# Sports Package

## Main Gym Digital Display



D155's advertising program allows you to advertise your business and the products and services you provide in highly visible areas around our school campuses.

Advertisements are displayed in full color on a large (85") digital display under the scoreboard. The digital advertisement is professionally produced by the district communications team using high-resolution digital images. The digital display will be visible for 12 consecutive months for fall, winter, and spring activities including assemblies and school events. The cost to design the digital ad is included in the total cost below.

Advertisement space is limited and 12 spots per school are available. Businesses can select one school or multiple schools to advertise with.

▲ **20,000 - 30,000**  
**VISUAL IMPRESSIONS**  
 generated from the main gym digital displays from students, athletes, parents, and community members who attend various events throughout the school year.

Cost	Spots Available
\$740 (One School) 85" Digital Display	12 (Per School)

**Multi-year discount:**  
**3 Years - 10% Discount | 5 Years - 20% Discount**



# Sports Package

## Additional Fields & Courts



D155's advertising program allows you to advertise your business and the products and services you provide in highly visible areas around our school campuses.

Advertisements are displayed in full color on a large (4' x 8') durable banner on the fences at tennis courts, soccer fields, baseball, and softball fields. Advertisement space is limited, and 12 spots are available per school. Businesses can select one school or multiple schools to advertise with.

Banners are professionally produced using a high-resolution digital printing process. The district ensures banners are securely displayed for fall, spring, and summer sports seasons. The cost to print and install the banner is included in the total cost below.

▲ **1,000+**  
**VISUAL IMPRESSIONS**  
generated from the field & court banners from students, athletes, parents, and community members who attend various events throughout the school year.

Cost	Spots Available
\$320 (One School) 4' x 8' Banner	12 (Per School)

**Multi-year discount:**  
**3 Years - 10% Discount | 5 Years - 20% Discount**

# Streaming Package

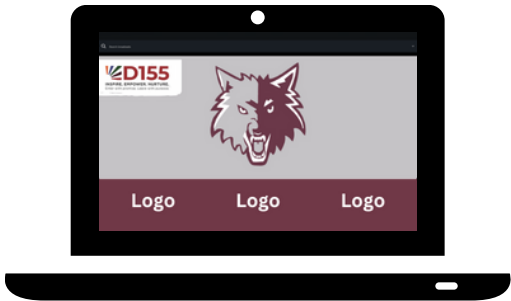
D155's advertising program allows you to advertise your business and the products and services on the district's sports live streaming service. Advertisements are displayed in full color on the preview screen or in a 5-second video before the viewer watches each live stream or recording. The digital advertisement is professionally produced by the communications team using high-resolution digital images.

The following sports will be live-streamed across the district:  
Football | Volleyball | Basketball (Boys and Girls) | Lacrosse (Boys and Girls)  
Soccer (Boys and Girls)\* (\*May vary between schools)

Advertisement space is limited and three (3) spots per school are available for the poster image, and one spot per school is available for the Network ID. Businesses can select one school or multiple schools to advertise with.

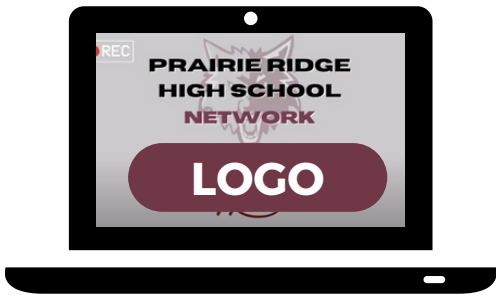
### POSTER IMAGE (THUMBNAIL)

The Poster Image is the preview screen that a fan sees before they click the play button to start watching your stream. This image can be customized with your business logo.



### NETWORK ID

The Network ID is a 5-second video that will play before a viewer begins watching each live stream or recording.



Streaming	Cost	Spots Available
Poster Image (Thumbnail)	\$2,000 (One School)	3 (Per School)
Network ID	\$2,500 (One School)	1 (Per School)

Multi-year discount:  
3 Years - 10% Discount | 5 Years - 20% Discount

▲ **3,500+**  
**VISUAL IMPRESSIONS**  
generated from live streams and playback recordings from students, athletes, parents, and community members who watch various events throughout the school year.



# Digital Package

## District Newsletter

D155 sends a digital newsletter to staff, parents, and students three times throughout the school year. The newsletter is provided in both English and Spanish to families.



# 15,000

Visible impressions of the digital D155 newsletter from staff and families

The district will provide advertisement space customized for each business and designed by the district's communications team. The business will have final approval before publishing, and analytics will be provided following the publication of each newsletter.

Cost	Spots Available
\$1,300 Annually (Staff Newsletter)	6
\$3,200 Annually (Parent & Student Newsletter)	6

**Multi-year discount:**

**3 Years - 10% Discount | 5 Years - 20% Discount**



**D155**  
**LET'S CELEBRATE!**

There are so many AMAZING things happening in our schools and classrooms every day. This blog shines a light on these stories of positivity, creativity and success throughout D155.

### D155 STUDENTS IN THE NEWS!



CLC alum Mark Rivera visited our Health Careers Lab to document students in our Basic Nursing Assistant Program in a news segment on ABC 7 Chicago! Selected from all four D155 schools, this class will be the first group of high school students to complete their clinical hours at Northwestern Medicine - McHenry Hospital, part of the curriculum to become Illinois Certified Nursing Assistants. The district was given a \$1.5 million grant from the McHenry County Government to implement this program, preparing students to fill high demand roles in the local healthcare industry.

### PR Senior Places Second at State Cross Country Meet



### Hilarity for Charity Makes Donation to NISRA



The Cary-Grove Comedy Club and the CLC Laughletes presented a \$500 check to the Northern Illinois Special Recreation Association, the proceeds from their sold-out standing-room-only Hilarity for Charity event at Lou's Listening Room in the Dole Mansion on January 20.

### D155 Thanks Industry Partners!



District 155 recognized more than 55 business and community partners for providing students an opportunity to explore a variety of careers at its first Industry Partner Breakfast on January 20 at the Dole Mansion. The Career

# Digital Package

## Social Media Sponsorship Posts

D155's advertising program allows you to sponsor a social media post on the district or school's Facebook and Instagram accounts.

The communications team provides photographs and content for approval prior to publishing. The business's Facebook and Instagram accounts will be tagged in the post to increase profile visits.

Analytics for each post will be provided one week after the original post was published.



# 16,000

Impressions on  
Facebook &  
Instagram



# 300+

Unique clicks to  
your business

SPONSORED: [Mercyhealth McHenry County](#)

👏👏👏 Congratulations to Cary-Grove softball coach Tammy Olson, who reached 500 career victories as a varsity head coach with the Trojans' 3-2 win over Dundee-Crown yesterday!

All 500 of Olson's victories have come at Cary-Grove! Last year, the Trojans earned their fourth regional championship under Olson, who was inducted into the Illinois Coaches Association Hall of Fame in 2020. Under Olson, the Trojans have had

- 🏆 94 all-conference players
- 🏆 13 all-state selections
- 🏆 5 conference championships,
- 🏆 and a 4A state quarterfinal appearance in 2010!

"None of this would have been possible without Mark by my side all of these years," Olson said about her assistant coach and husband. "He was the reason I was able to put in 30 years of coaching. His support, hard work, coaching, field maintenance and working so well with the parents is what made this adventure a reality!"



SPONSORED: [Mercyhealth McHenry County](#)

👏👏👏 Congratulations to Prairie Ridge senior Rylee Lydon, who set a new school record in the 100-meter hurdles on Friday with a time of 15.02! She also broke the oldest McHenry County Meet record with a long jump of 19 feet.

🏆 The county meet champions also got first-place finishes from Lydon in the 200-meter dash and Rachel Soukup in the 1600-meter run. The PR 4x100, 4x200 and 4x800-meter relays all took first as well! #WVAAsPR

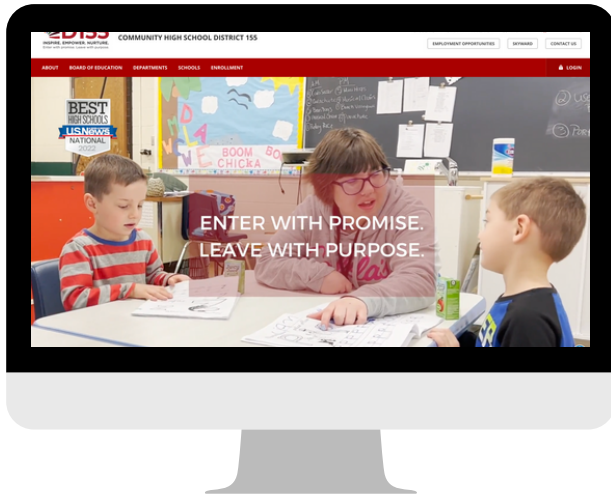


Cost	Spots Available
\$160 per post	12



# Digital Package

## Website Homepages



D155's advertising program allows you to publish your business logo on the homepage of the district and school's websites.

Analytics will be provided at the end of the year.



# 1 Million

Impressions on six district and school website homepages

Cost	Spots Available
\$1,900 Annually (6 Homepages)	12

**Multi-year discount:**

**3 Years - 10% Discount | 5 Years - 20% Discount**

# Advertising Form

## DATE

 /  / 

## LENGTH OF CONTRACT

☐ One Year ☐ Three Year (10% Discount)  
☐ Five Year (20% Discount)

## PARTNER

Business:

Representative:  Title:

Billing Address :

City :  Zip Code :

## SPORTS PACKAGE

<input type="checkbox"/> Stadium Banner	School: <input type="text"/>	Amount: \$1,400
<input type="checkbox"/> 4-Stadium Banners (Districtwide)		Amount: \$5,600
<input type="checkbox"/> Main Gym Digital Board	School: <input type="text"/>	Amount: \$740
<input type="checkbox"/> 4-Main Gym Digital Board (Districtwide)		Amount: \$2,960
<input type="checkbox"/> Additional Fields/Courts	School: <input type="text"/>	
Field/Court: <input type="text"/>		Amount: \$320
<input type="checkbox"/> 4-Additional Fields/Courts (Districtwide)		Amount: \$1,280

## STREAMING PACKAGE

<input type="checkbox"/> Poster Image	School: <input type="text"/>	Amount: \$2,000
<input type="checkbox"/> Poster Image 4 - Schools (Districtwide)		Amount: \$8,000
<input type="checkbox"/> Network ID	School: <input type="text"/>	Amount: \$2,500
<input type="checkbox"/> Network ID 4 - Schools (Districtwide)		Amount: \$10,000

## DIGITAL PACKAGE

<input type="checkbox"/> Website Homepages - \$1,900	<input type="checkbox"/> Social Media Post - \$160
<input type="checkbox"/> Staff Newsletter - \$1,300	<input type="checkbox"/> Parent Newsletter - \$3,200

Please submit this form to [distmail@d155.org](mailto:distmail@d155.org). A D155 administrator will contact you to finalize a contract. If you have further questions please contact Shannon Podzimek at [distmail@d155.org](mailto:distmail@d155.org).



# Advertise with us!

## Contact Us

Shannon Podzimek



[www.d155.org/community/advertising](http://www.d155.org/community/advertising)



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