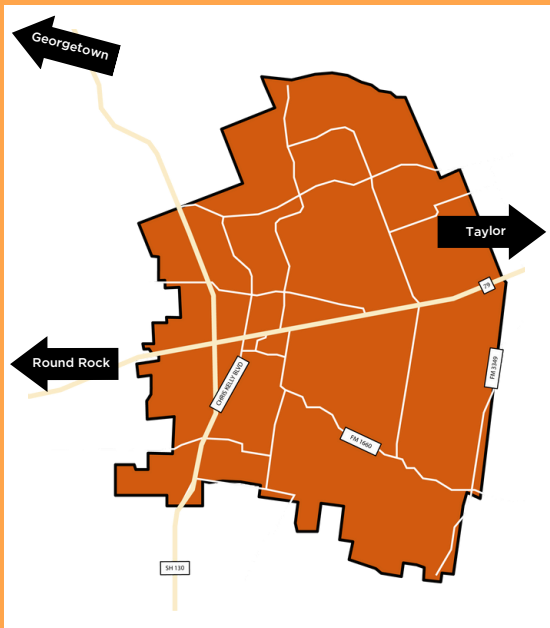


## Hutto ISD Advertising Guide

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## HUTTO ISD REACH



All of Hutto and parts of Taylor,  
Round Rock, and Georgetown

## Make Your Business the Talk of Hippo Nation



Hutto ISD's publications offer a unique opportunity to reach Hutto Texas, and portions of Taylor, Georgetown, and Round Rock areas. Our publications include the [Hippo Monthly](#) newsletter, which reaches approximately 17,000 Hutto ISD parents, students, staff, students, and community members. We also annually produce the award winning [Hippo Nation Magazine](#) (**Best School Magazine in Texas and the Nation!**), which is distributed to more than 19,000 households in Hutto.

With a digital reach of more than 13,000 Facebook followers and 1.25 million page views a year at [hipponation.org](http://hipponation.org), our publications offer ample opportunity for your business to be seen by potential customers. Our audience is highly engaged and eager to learn about the latest news and events in the Hippo community.

Don't miss out on this unique opportunity to showcase your business to a captive audience. Reserve your spot today in Hutto ISD's 2025-26 publications.

# ADVERTISE IN HIPPO NATION MAGAZINE

## STAY CONNECTED WITH HIPPO NATION

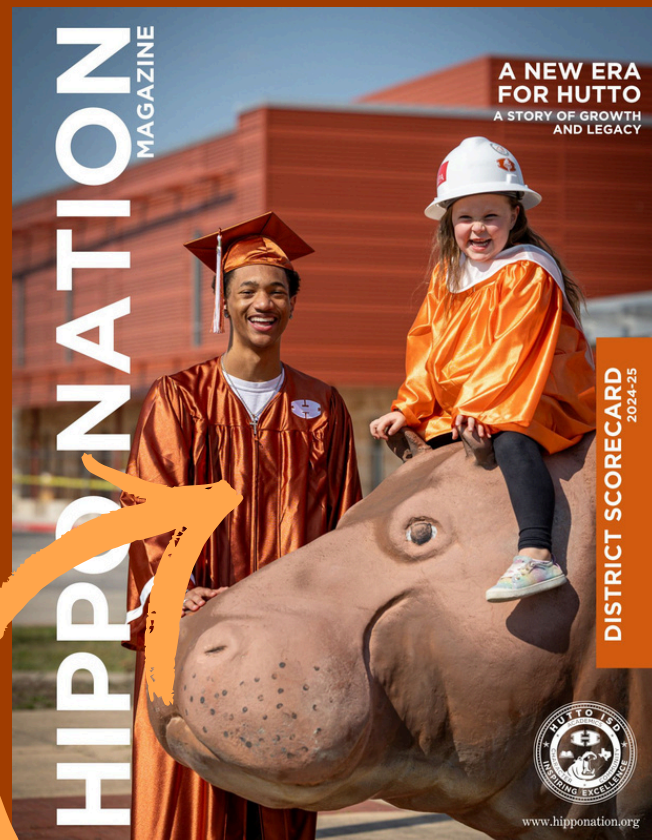
Looking to reach the hearts and minds of Hippo Nation? Look no further than the Hippo Nation Magazine! With a print run of more than 19,000 copies, this annual publication is the perfect way to showcase your business to the tight-knit community of Hutto.

As a flip magazine, the Hippo Nation Magazine offers twice the exposure for your advertisement, with 20 pages in English and the same pages - including your ad - duplicated in Spanish when the magazine is flipped. This ensures that your message is accessible to the entire community, including the large Spanish-speaking population in the area.

The Hippo Nation Magazine offers a unique opportunity to showcase the human element of the District, featuring stories of teachers, students, and special programs offered by Hutto ISD. By advertising in this publication, you can align your business with the values of education, community, and character that define Hippo Nation.

With direct mail distribution to every household in Hutto, along with digital promotion on the District's website which has 1.25 million visits per year and social media channels with more than 13,000 followers, your advertisement will have the potential to reach far more in the community.

Don't miss out on this incredible opportunity to connect with Hippo Nation like never before. Reserve your place in the Hippo Nation Magazine today! Opportunities are detailed below.



**PLEASE NOTE**  
ad space is available on a  
first-come, first-served basis,  
as space permits.  
Ads can be reserved only  
with payment. Only 5 1/2  
pages of advertising is  
allotted per 40 page issue —  
in combinations of 1/4 page,  
1/2 page and full page ads.



# HIPPO NATION MAGAZINE ADVERTISING OPTIONS

## THE HEAD HIPPO 2 opportunities available

The top tier advertising level that includes **premium positioning** in the District magazine (in both the English and Spanish) and a **half-page ad** in every Hippo Monthly newsletter.

2 Premium Spots - \$5,000

- Includes premium positioning in both English and Spanish sides of Magazine
- 1/2 page ad in English and 1/2 page ad in Spanish of every Hippo Monthly Newsletter, published monthly from September - May (9 months)

## RIVER HORSE 5 opportunities available

This advertising level includes a **full-page ad** in the District magazine. "River Horse" is another name for the hippopotamus, and represents the animal's powerful and graceful nature.

Full Page Ad Standard Package - \$3,000

- Includes One Full Page Ad in 2025 District Magazine in English and Spanish

## HIPPO HERD 4 opportunities available

This advertising level includes a **half-page ad** in the District magazine. The name "Hippo Herd" represents the sense of community and belonging that the advertising level demonstrates.

- 1/2 Page Ad in 2025 District Magazine in English and Spanish - \$1,500

## RIVER HORSE CALF 8 opportunities available

Make a splash with the River Horse Calf level! This mid-range option includes a **1/4 page ad** in our District magazine, reaching a wide audience of Hippo enthusiasts. Show off your product or service in style and make a name for yourself in the Hippo community.

- 1/4 Page Ad in 2025 District Magazine in English and Spanish - \$750

RESERVE YOUR  
SPACE TODAY!



# ADVERTISE IN HIPPO MONTHLY NEWSLETTER

## REACH AND REPITITION ARE KEY

The Hippo Monthly Newsletter offers a powerful way to reach the members of Hippo Nation — the collective community of Hutto and those who reside in the greater Hutto ISD school zone, which expands our reach to parts of Taylor, Round Rock and Georgetown. With distribution via Hutto ISD's communication system and promotion on the district's Facebook and website, your message can reach approximately 15,000 parents, students, staff, students, and community members through multiple channels. Also promoted on the District's website, which garners over 1.25 million visits per year, the newsletter provides ample opportunity for your business to be seen by potential customers.

By advertising in the Hippo Monthly Newsletter, you can tap into the tight-knit community of Hutto and showcase your business to a captive audience. Whether you're looking to promote a special offer, announce a new product, or simply increase brand awareness, the Hippo Monthly Newsletter is the perfect platform to reach your target audience.

So why wait?

Join the Hippo Monthly Newsletter today and let us help you connect with "Hippo Nation" like never before.



RESERVE YOUR  
SPACE TODAY!





# HIPPO MONTHLY NEWSLETTER ADVERTISING OPTIONS

## RIVER HORSE STAMPEDE 1 opportunity available per month

Make a splash with the River Horse Stampede level! This top-tier option includes an issue sponsorship, with a front sponsor mention, 1/2 page ad on the back cover, and an email mention. The name "River Horse Stampede" represents the powerful and energetic nature of our community, charging forward to make a difference.

1 Premium Sponsorship per Edition - \$1,000

- Page Front Sponsor Mention, 1/2 Page Ad Back Cover (in English and Spanish) and Email Mention

## HIPPO HEADLINERS unlimited availability

This advertising level is a great option for the Hippo Monthly newsletter, with a full-page ad in English and Spanish that prominently displays your business or service. As the name suggests, "Hippo Headliners" emphasizes the importance of grabbing attention and standing out from the crowd. With this level, you'll reach a captive audience of engaged Hippo Monthly readers who are eager to learn about the latest news and events in the Hippo community.

Full Page - \$800 per month

## RIVER HORSE CURRENT unlimited availability

Dive into the River Horse Current and make a splash with a half-page ad in English and Spanish in our monthly newsletter. The name River Horse Current represents the dynamic and ever-changing nature of our community, always moving forward and adapting to new challenges.

Half-Page Ad - \$400 per month

## RIVER HORSE CALF unlimited availability

Take a dive with the River Horse Calf level! This mid-range option offers a 1/4 page ad in English and Spanish in our monthly newsletter, giving you the perfect opportunity to showcase your product or service to a wider audience of Hippo enthusiasts. With a stylish and eye-catching ad, you're sure to make a splash and establish your brand within the Hippo community.

1/4 Page Ad - \$200 per month

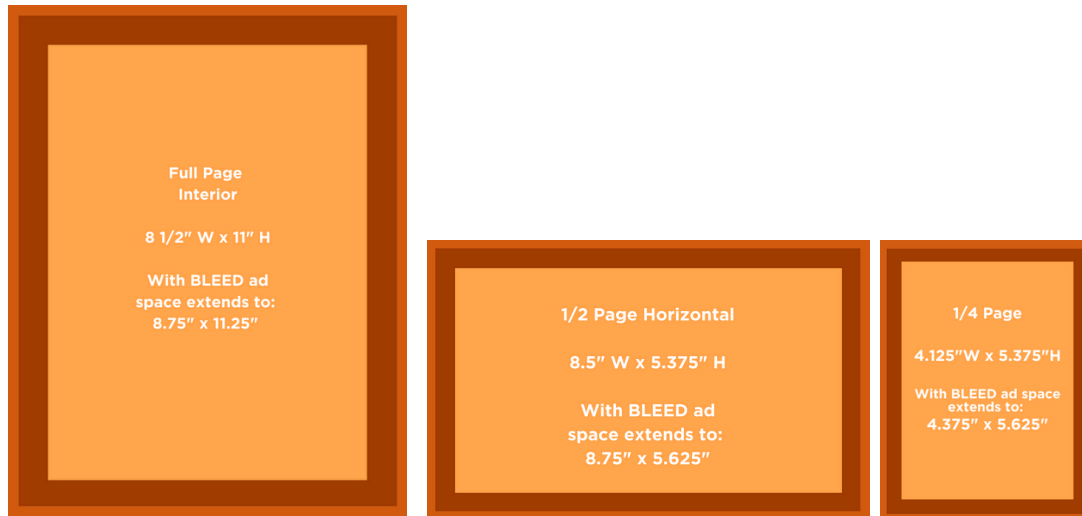


RESERVE YOUR  
SPACE TODAY!



# AD SPECS

## FULL PAGE AND FRACTIONAL ADS



## AD SPECS

All ads are full-color, full-bleed, please provide 1/8 inch bleed to ensure ad trims to page properly. All ads run in English and Spanish, please provide both variations. If you need help translating, let us know by submitting your English version 10 day prior to deadline.

Provide camera-ready art as high-resolution JPG file that meets the following industry standards:

- CMYK only; convert all colors to CMYK -- no Pantones or RGB
- All Photographs should be at least 300 dpi. line drawings should be at least 400 dpi.
- QR codes can be supplied by the advertiser, minimum size of 0.8 x 0.8. Color must be 100% saturation

We cannot accept Microsoft Word (.doc), Publisher (.pub) or PDF files.

## HOW TO SEND

Designs can be shared via Canva with [eliska.padilla@huttoisd.net](mailto:eliska.padilla@huttoisd.net)

Files smaller than 25 MB can be emailed to [eliska.padilla@huttoisd.net](mailto:eliska.padilla@huttoisd.net)

Files can be shared via Google Drive.

## DEADLINE

Payment reserves your advertisement for the 2025-26 School year in Hippo Nation Magazine or Hippo Monthly Newsletters via RevTrak at <https://huttoisd.revtrak.net/>.

Payment is due to reserve space.

Artwork for Hippo Nation Magazine is due January 15. The issue publishes in May/June.

Artwork for Hippo Monthly Newsletters is the 15th of the month prior to the edition, i.e. Aug. 15 for the September edition. The Newsletters generally publish electronically the first Wednesday of each month, some exceptions apply such as in January following Winter Break.



## UPCOMING EVENTS

### MAY

- |               |   |             |   |
|---------------|---|-------------|---|
| <b>8-19 -</b> | STAAR/EOC TESTING   | <b>24 -</b> | SCHOOL BOARD MEETING, 6-8 PM                                  |
| <b>10 -</b>   | SPORTS PHYSICAL NIGHT, 5-8 PM,<br>HUTTO HIGH SCHOOL                               | <b>25 -</b> | EARLY RELEASE   |
| <b>10 -</b>   | STORIES AT THE COTTAGE, 5:30-6:45<br>PM, HUMAN RESOURCES BLDG.<br>(HIPPO COTTAGE) | <b>25 -</b> | HUTTO HIGH SCHOOL GRADUATION,<br>8 PM, HUTTO MEMORIAL STADIUM |
| <b>11 -</b>   | SCHOOL BOARD MEETING, 6-8 PM  | <b>26 -</b> | STUDENT HOLIDAY/STAFF WORKDAY                                 |
| <b>18 -</b>   | STEM NATION 2023, 6-8 PM,<br>EAST WILLIAMSON COUNTY HIGHER<br>EDUCATION CENTER    | <b>29 -</b> | MEMORIAL HOLIDAY - DISTRICT<br>CLOSED                         |

### THE HEAD HIPPO -- premium space!

The top tier advertising level that includes the **premium position** in the District magazine (in both the English and Spanish) and a **half-page ad** in every Hippo Monthly newsletter. This name represents the leader of the herd, the one ahead of the pack, so there's only one Head Hippo position available.

2 Premium Spots - \$5,000

- Includes Front Inside Cover of English and Spanish sides of Magazine
- 1/2 page ad in English and 1/2 page ad in Spanish in every Hippo Monthly Newsletter, published monthly from September - May (9 months)



