

Community Education Catalog Advertising Media Kit

For advertising inquiries, please contact Community Education Supervisor, Blair Lyerly-Samuelson at 320-370-8200 or email blair.lyerly-samuelson@isd742.org. **Fall edition deadline: July 15. Winter/Spring edition deadline: November 15. Summer edition deadline: March 15.**

District 742 distributes a combined 198,000 catalogs mailed to over 66,000 homes and businesses in our community three times per school year (fall, winter/spring, and summer editions). The Community Education print catalog promotes enrichment programming for youth and adults, and provides information for other district and community programs. Distribution is handled by a combination of bulk mail, event outreach, and schools/community distribution to St. Cloud district boundaries and surrounding communities. Digital catalogs are also posted to the District 742 website at www.isd742.org under Community Ed via an online publishing platform called Issuu.

YOUTH ENRICHMENT PAGES AD RATES

Full Page	\$850	\$765
Half Page	\$500	\$450
Quarter Page	\$275	\$248
Business Card Size	\$150	\$135

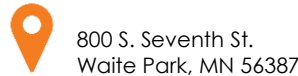
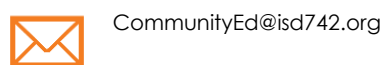
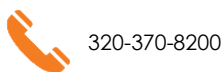
ADULT ENRICHMENT PAGES AD RATES

Full Page	\$1,000	\$900
Half Page	\$750	\$675
Quarter Page	\$350	\$315
Business Card Size	\$200	\$180

PROJECT CHALLENGE (ADULTS WITH DISABILITIES PROGRAMMING) PAGES AD RATES

Full Page	\$250	\$225
Half Page	\$125	\$112
Quarter Page	\$50	\$45
Business Card Size	\$35	\$32

NOTE: Exclusive advertising space is available on the inside front and inside back covers for a premium rate. Advertising is also available in the District 742 Early Childhood Education annual catalog. Please contact Community Education Supervisor, Blair Lyerly-Samuelson at blair.lyerly-samuelson@isd742.org for more information.



Community Education Catalog Advertising Guidelines

- Advertising should be general but not specific promotion (Ex: Business sells product but not Business sells product for X dollars). Coupons are acceptable forms of paid advertising if the following policies are adhered to.
- Businesses may not use Community Education classes to market business specific promotions.
- Instructors may not use Community Education classes or curriculum to promote a specific business.
- Organization cannot advertise an advertising service or competing program in Community Education publications.
- Advertising dates of an event or activity are acceptable as paid advertising if the event does not violate any district policy.
- Notation of paid or sponsored advertisement will be added to ad artwork.
- In no instance shall publications accept advertising for alcohol, tobacco, drugs, drug paraphernalia, weapons or 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. All such advertising will be screened for appropriateness, including compliance with the school district policy prohibiting sexual, racial and religious harassment.
- Refrain from utilizing copyrighted photos.
- District 742 reserves the right to remove or reposition an ad at will.
- The inclusion of advertisements in school district publications, in school district facilities, or on school district property does not constitute approval and/or endorsement of any product, organization or activity.
- United States Postal Service Regulations: To comply with United States Postal Service regulations for mailing at the Nonprofit Standard Mail rate, credit card, travel and insurance advertisements are not permitted.
- Please provide a high resolution PDF, JPG, JPEG, or TIF file via email or shared digital folder to: Community Education Supervisor Blair Lyerly-Samuelson at blair.lyerly-samuelson@isd742.org
- Non-profit (501c3) organizations can request to enlist advertising services at a community rate of 10% off the retail rate. Advertisers who place an ad in at least 2 of the 3 editions per year also receive a discount of 10% off. Please contact Community Education Supervisor Blair Lyerly-Samuelson for more information at blair.lyerly-samuelson@isd742.org.
- Billing will be sent via the Eleyo system post publication. Advertisers will receive email notification that an invoice is due. Payments can be made online or via check payable to District 742 within 30 days of billing.