

District 742 Community Education Catalog Media Kit

Included in this Media Kit you will find:

- Market Overview
- Catalog Overview
- Advertising Information & Specifications
- Rate Card

OUR REACH IN THE MARKETPLACE

- St. Cloud Area School District is the home for 10,000 students, with 8 elementary schools, 2 junior highs, 2 high schools, an area learning center, early childhood education center and community education center.
- Community Education reaches 8,200 families annually.
- Approximately 20,000 people register for Community Education classes and activities each year.

COMMUNITY EDUCATION CATALOG OVERVIEW

- We distribute a combined 177,000 catalogs each year mailed to over 48,000 homes, businesses and individuals. By advertising with Community Education, your message can reach them too!
- We reach key segments of our marketplace with 4 catalogs: Adult Enrichment, Youth Enrichment, Adults with Disabilities (Project Challenge) and Early Childhood.
- Our Full Color 16 page Catalogs are distributed 3 times a year: Fall, Winter/Spring, Summer.
- Distribution is handled by a combination of mail, event outreach and school distribution to St. Cloud and surrounding communities.

ADVERTISING INFORMATION & SPECIFICATIONS

- Our graphic design services are available to produce your ad for you.
- Production costs are dependent on ad specifications. Minimum charge: \$50.
- Full color ads: use CMYK
- 300 dpi each layer
- All ads must be submitted electronically in a PDF, JPEG or TIF format
- You will be invoiced at the time of catalog distribution; amount due net 30 days.
- Our back cover is also available for sponsorship.
- If you have questions, to place an ad, or for all media inquiries, please contact Jennifer Noble, Community Education Supervisor at 320-370-8200 or jennifer.noble@isd742.org.

ADVERTISING RATE CARD – EARLY CHILDHOOD PROGRAMS (earlier deadline dates apply)

- Distributed 2 times/year (dates vary) – November, July
- Per issue distribution: Approximately 3,000
- Full color, 16 page catalog (page count may vary)

SIZE	DIMENSIONS	RETAIL RATE	MULTIPLE ISSUE RATE
Full Page	6 ½ w x 8 ¾ h	\$350	\$315
Half Page	5 w x 4 ¼ h	\$175	\$158
1/3 Page	5 w x 2 ¾ h	\$125	\$113
¼ Page	2 3/8 w x 4 ¼ h	\$75	\$68
1/8 Page	2 3/8 w x 2 h	\$50	\$45

Community Rates for 501c3 organizations are available. Please contact Community Education Communications, Jennifer Noble at 320-370-8200 for more information.

ADVERTISING RATE CARD – YOUTH ENRICHMENT PROGRAMS

- Distributed 3 times/year (dates vary)– early January, late April, early September
- Per issue distribution: Approximately 49,500

Full Page	6 ½ w x 8 ¾ h	\$850	\$765
Half Page	5 w x 4 ¼ h	\$500	\$450
1/3 Page	5 w x 2 ¾ h	\$350	\$315
¼ Page	2 3/8 w x 4 ¼ h	\$275	\$248
1/8 Page	2 3/8 w x 2 h	\$150	\$135

ADVERTISING RATE CARD – ADULT ENRICHMENT PROGRAMS

- Distributed 3 times/year (dates vary) – early January, late April, early September
- Per issue distribution: Approximately 49,500

Full Page	6 ½ w x 8 ¾ h	\$1,000	\$900
Half Page	5 w x 4 ¼ h	\$750	\$675
1/3 Page	5 w x 2 ¾ h	\$500	\$450
¼ Page	2 3/8 w x 4 ¼ h	\$350	\$315
1/8 Page	2 3/8 w x 2 h	\$200	\$180

ADVERTISING RATE CARD – ADULTS WITH DISABILITIES (PROJECT CHALLENGE) PROGRAMS

- Distributed 3 times/year (dates vary) – early January, April, September
- Per issue distribution: Approximately 1,800
- Full color, 16 page catalog (page count may vary)

Full Page	6 ½ w x 8 ¾ h	\$250	\$225
Half Page	5 w x 4 ¼ h	\$125	\$112
1/3 Page	5 w x 2 ¾ h	\$95	\$86
¼ Page	2 3/8 w x 4 ¼ h	\$50	\$45
1/8 Page	2 3/8 w x 2 h	\$35	\$32

FULL PAGE AD

HALF PAGE AD

QUARTER
PAGE AD

BUSINESS CARD SIZE AD

St. Cloud Area School District 742 Community Education Advertising Policies

- Advertising should be general but not specific promotion (Ex: Business sells product but not Business sells product for X dollars).
- 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 event or activity are acceptable.
- Non-profit (501c3) organizations can request to enlist advertising services at a community rate. Please contact Community Education Communications Department, Jennifer Noble at Jennifer.noble@isd742.org 320-370-8200 for more information.
- Notation of paid or sponsored ad 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.
- 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.
- Priority for advertising is given to the earliest request and to those meeting the guidelines. Advertising for the full fiscal year (July 1 – June 30) is preferred and includes fall, winter and summer catalogs.
- Advertising requests are made through the St. Cloud Community Education Main Office Communications Department and will be

St. Cloud Area School District

Prepare. Engage. Educate. Empower. Inspire.

CAMERA READY ADVERTISING FORMAT:

- Provide high resolution electronic format PDF, JPG, TIF
- Design services provided for minimum fee of \$50.
- No film accepted.
- Production and design of catalog is electronic.

ADVERTISING AGREEMENT

Organization _____

Contact Person _____

Billing Address _____

City/State/Zip _____

Phone _____

Fax _____

Email _____

GUIDELINES:

- Advertisements must meet District 742 guidelines and United States Postal Regulations.
- We cannot use any copyrighted photos (i.e. from magazines, brochures, pamphlets, websites) without written authorization from the person who owns the copyright. When unauthorized photos are received, we will replace them with one of our stock photos.
- Publisher reserves the right to limit number of advertisements per publication.
- Publisher reserves the right of placement within catalog.

PAYMENT:

- Net 30 days
- A 10% discount is given if same advertisement runs in three consecutive catalogs.
- **Please make checks payable to:** District 742 or to pay by credit card, call 320-370-8200.

CONTRACT: Please return signed contract by mail or fax to:
 St. Cloud Area School District 742
 Community Education
 Quarryview Education Center
 800 S. Seventh St.
 Waite Park, MN 56387
 FAX: 320-370-8218.

AD COPY DEADLINE	AD SIZE	AD COST	# ISSUES	TOTAL
Winter/Spring 2021				
Due date 11.15.20 (if art design needed)				
Due date 11.30.20 (if art camera ready)				
Summer 2021				
Due date 3.1.21 (if art design needed)				
Due date 3.15.21 (if art camera ready)				
Fall 2021				
Due date 7.1.21 (if art design needed)				
Due date 7.15.21 (if art camera ready)				

GRAND TOTAL \$

Printed Name _____

Authorized On behalf of _____ (organization)

Signature _____

Date _____

QUESTIONS? Please contact Community Education Supervisor Jennifer Noble at 320-370-8200 or email jennifer.noble@isd742.org Visit our website at isd742.org/CommunityEd for more information.