

ADVERTISING RICHARDSON ISD



RISD offers a variety of advertising opportunities for businesses looking to extend their brand to a local audience. While increasing your organization's visibility in our community, your investment will help RISD offer high-caliber resources and experiences to every child, every teacher, every leader, every day.

For more information, contact Dr. Carrie Thomas, RISD Director of Community Engagement, at carrie.thomas@risd.org.

Digital Advertising in RISD's Community eNewsletter: School Times

With more than 100,000 subscribers, School Times reaches our widest audience of families, staff, and community members with vital information and uplifting news from around the district. School Times is emailed weekly throughout the school year (August-May).

Each digital ad runs for 12 consecutive weeks.

- ★ **Header Ad: \$700** - 700 x 300 pixels, send as a jpg or pdf
- ★ **Midpoint Ad: \$500** - 700 x 300 pixels, send as a jpg or pdf
- ★ **Footer Ad: \$350** - 700 x 300 pixels, send as a jpg or pdf

Digital Advertising in RISD's Staff eNewsletter: RISD Notes

RISD Notes is emailed exclusively to RISD's nearly 6,000 staff members and focuses on internal news and updates. RISD Notes is emailed weekly throughout the school year (August-May).

Each digital ad runs for 12 consecutive weeks.

- ★ **Header Ad: \$500** - 700 x 300 pixels, send as a jpg or pdf
- ★ **Footer Ad: \$250** - 700 x 300 pixels, send as a jpg or pdf

Stadium and Scoreboard Advertising

RISD is home to two stadiums – Eagle/Mustang Stadium and Wildcat/Ram Stadium – each with seating for 10,000. All stadium advertising includes every home game at both stadiums throughout the regular football season (typically nine or ten games per stadium).

- ★ **30-Second Pregame Commercial: \$5,000** - Pre-approved commercial with audio
- ★ **Digital Signage on 24'x37' Scoreboard Screen: \$1,000** - Animated logo rotated with other partners pregame, in-game, halftime, and post game
- ★ **Two Audio Plugs Each Game: \$500** - Two 15-second, pre-approved announcements on the stadium Public Address system per game
- ★ **Logo on 6'x18' LED Audio Mesh: \$500** - Logo rotated with other partners pre-game, in-game, halftime, and post game

Package Discounts Available

Create the advertising package that works best for you:

Purchase two ads of any kind to receive a 10% discount.

Purchase three or more ads of any kind to receive a 20% discount.

Richardson ISD, in its sole discretion, retains the right to reject any and all advertisements for any reason not prohibited by law.

ABOUT RICHARDSON ISD

37,260
Students

Nearly
6,000
Employees

55 Schools

31 TITLE I SCHOOLS
16 BILINGUAL CAMPUSES



41 Elementary 8 Junior High 4 High School 2 Alternative

RISD is home to
**11,291 emergent
bilingual students**
who speak at least
76 different languages and dialects.

The top languages spoken in RISD after English include:

**Spanish, Arabic, Amharic,
Vietnamese, Pashto, and Urdu.**

RISD covers 46 square miles
in Dallas County and includes
portions of the cities of

**Richardson,
Dallas,
and Garland.**

Approximately
240,000
people reside within
RISD boundaries.

