ADVERTISING N RICHARDSON ISD

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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:

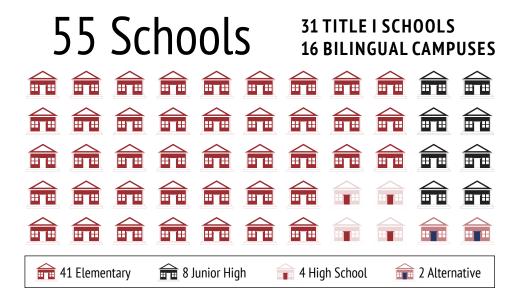
Purchase two ads of any kind to receive a 10% discount.

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

ABOUT RICHARDSON ISD

37,260 Students

6,000 Employees



RISD is home to

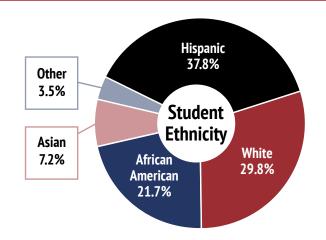
11,291 emergent bilingual students

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.