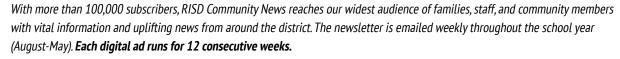
# **ADVERTISING ™ RICHARDSON ISD**

REPOOL DISTRIC

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.

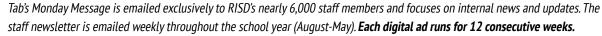
For more information, contact Sonya Parker Goode at sonya.parker@risd.org.

### Digital Advertising in "Richardson ISD Community News"



- $\bigstar$  Header Ad: \$1,000 700 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 "Tab's Monday Message"



- ★ 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.

