



# Do you want to reach over 10,000 students, their families & our staff?

## Advertise in the *Bellevue Public Schools Community News!*

The BPS Community News is a student-focused newsletter that is distributed each month during the school year to over 10,000 students, their families, and our staff across the District. The BPS Community News is designed to provide parents and students a one-stop shop for all youth sports and activities happening in and around the community. All advertisements promote activities and programs that provide a benefit or service to the children and families of the Bellevue Public School District.

To better serve the needs of our families, the BPS Community News is online. The information is placed on the District website. All BPS Staff and Parents of over 10,000 students will receive an e-mail when the Community News goes live online for the month with a table of contents listing every advertiser for that month. It is also promoted on the District's social media sites.

### What is the deadline for advertisements?

In order to be included in the publication, advertisements and payments must be received by the 15th of the month prior to publication. For example, if the advertisement is for the September issue, it will need to be received by August 15th.

### What do advertisements cost?

Advertisement Type	For-Profit Rate	Non-Profit Rate
Full Page Message	\$50	\$25
Half Page Message	\$35	\$15

A 10% discount is available for any advertisers who pre-purchase space for an entire school year (August – May).

## **Guidelines and Procedures for Advertising**

1. The Community News is a School District publication, which means advertisements must be upcoming activities that are education related or benefit children, parents, and families.
2. The Bellevue Public Schools District has final approval of all messages.
3. Messages are limited to a first come/first serve basis with priority given to non-profit organizations.
4. The District reserves the sole and absolute right to determine the acceptable content of any and all advertising on District publications. The following content is not acceptable.
  - The District does not create or establish an open or public forum.
  - Ads must be appropriate for all students.
  - Advertisements shall not contain statements which are contrary to educational values, is vulgar, obscene, defamatory, discriminatory, religious, political, ideological or which relates to a controversial topic.
  - Advertisements shall not relate to a product or service, which is inappropriate or illegal for minors.
  - Advertisements may not relate to a product or service that is educationally controversial or promotes ideological, political, religious, or social beliefs.

### **Special Projects or Student Activities:**

(Coloring contests, poster contest, essay contests, requests for students to participate etc...)

- All student contests or request for students to participate in outside activities will need to be made through the Communications office.
- The information will be shared with parents through the monthly Community News publication.
- Teachers will NOT be asked to utilize class time to promote or administer a student activity for an outside agency unless it is a specific part of the defined curriculum or has been determined by the administration to be a critical activity.

# Community News Ad Reservation Form

To place an ad in the Community News please return this form to the Director of Communications at mail: Bellevue Public Schools 2600 Arboretum Drive, Bellevue, NE 68005, or e-mail: [bps@bpsne.net](mailto:bps@bpsne.net). Forms, ad and payment must be received by the 15th of the month prior to publication.

**Organization Name:** \_\_\_\_\_  
**Contact Person:** \_\_\_\_\_  
**Address:** \_\_\_\_\_ **State:** \_\_\_\_\_ **Zip:** \_\_\_\_\_  
**Phone Number:** \_\_\_\_\_  
**E-mail Address:** \_\_\_\_\_

**Type of Organization:**       **For Profit Organization**       **Non-Profit Organization**  
*(To qualify for the non-profit rate you must provide a copy of your organizations 501c3)*

## Size of Ad to be Placed in Community Connection:

**Full Page Advertisement**      at \$ \_\_\_\_\_  
 **Half Page Advertisement**      at \$ \_\_\_\_\_

Total Due \$ \_\_\_\_\_

A copy of your ad must be emailed or submitted in print format, along with payment by the 15th of the month prior to publication. Ads will not be placed in the publication if they are not PRE-PAID. This means if you are advertising in the September Issue, your ad and payment are due on August 15th. The Bellevue Public Schools District is not responsible for any changes to the advertisement once they are received.