



## Advertise in the *Bellevue Public Schools Community News!* Reach over 12,000 contacts

The BPS Community News is a student/family focused newsletter that is distributed monthly during the school year to our students, families, and staff across the District. The BPS Community News is designed to provide families and students a one-stop shop for all youth sports, activities, and happenings in and around the community. All advertisements promote activities and programs that provide a benefit or service to the students 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 students, families, and staff receive communications when the Community News goes live online for the 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 1st of the month for that publication date. For example, if the advertisement is for the August issue, then it must be received by August 1st.

### What do advertisements cost?

Advertisement Type	For-Profit Rate	Non-Profit Rate <i>To qualify for the non-profit rate you must provide a copy of your organizations 501c3</i>
<b>Full Page Message</b> (8.5W x 11H)	\$100	\$50
<b>Half Page Message</b> (4.25 W x 5.5H)	\$50	\$25

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/families.
  - 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 families 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.

# BPS Community News Ad Reservation Form

To place an ad in the Community News please complete this form and submit to the Director of Communications at mail: Bellevue Public Schools, 2600 Arboretum Drive, Bellevue, NE 68005, or via e-mail: [bps@bpsne.net](mailto:bps@bpsne.net). Reservation form, ad file, and payment must be received by the 1st of the month of 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 News:

- Full Page Advertisement @ profit rate = \$100
- Full Page Advertisement @ non-profit rate = \$50
  
- Half Page Advertisement @ profit = \$50
- Half Page Advertisement @ non-profit = \$25

## Select Publication Month:

- |  |   |
|--|---|
| <input type="checkbox"/> August ( <i>due 8/1/21</i> )    | <input type="checkbox"/> January ( <i>due 1/1/22</i> )  |
| <input type="checkbox"/> September ( <i>due 9/1/21</i> ) | <input type="checkbox"/> February ( <i>due 2/1/22</i> ) |
| <input type="checkbox"/> October ( <i>due 10/1/21</i> )  | <input type="checkbox"/> March ( <i>due 3/1/22</i> )    |
| <input type="checkbox"/> November ( <i>due 11/1/21</i> ) | <input type="checkbox"/> April ( <i>due 4/1/22</i> )    |
| <input type="checkbox"/> December ( <i>due 12/1/21</i> ) | <input type="checkbox"/> May ( <i>due 5/1/22</i> )      |

Ads will not be placed in the publication if they are not PRE-PAID. Bellevue Public Schools is not responsible for any changes to the advertisement once they are received.