

Planner Facts

THE PLANNER IS A COMMUNICATIONS TOOL BETWEEN PARENTS AND TEACHERS

- 🍏 There are 37 elementary schools in Seminole County, with over 32,000 students. **Each student receives a planner.**
- 🍏 **Parents MUST** sign the planners daily.
- 🍏 Studies show most planners are signed off on by mothers. Moms control 80% of the household spending.
- 🍏 Your ad will be viewed over 5,000,000 times throughout the entire school year.
- 🍏 **Seminole Schools** is the largest employer in the county. Teachers view the planners multiple times each day.
- 🍏 **You're helping our schools** while you're advertising! **All ad dollars go for production of planners.**



Every Dollar spent goes directly to offset the cost of production on these planners, saving the schools valuable resources"

Advertise your product or service and help your schools.



Available Ad Sizes

ONE BIG COUPON OR TWO SMALLER COUPONS AND A STUB

Coupon Sizes:

One Coupon:

2.5" x 4.62"

Or

Two coupons:

1.25" x 4.62"

Stub Size:

2.37" x 2.5"



Big Coupon



Stub



Smaller coupons

QUARTER PAGE:

3.25" x 3.5"



HALF PAGE:

7.25" x 8"



FULL PAGE:

7.5" x 10"



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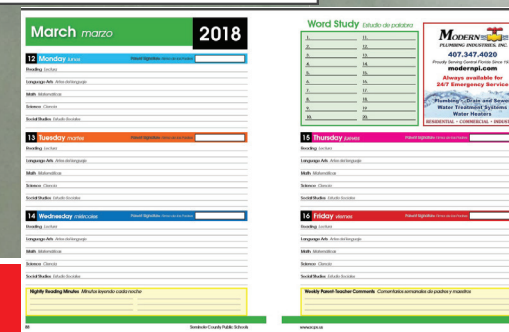
Advertise your product or service and help your schools

Seminole County Public Schools Planner Ad Rates

- Distribution of 32,000 Planners
- Signed Daily by Parents
- Over 5,000,00 Views per School Year

Sign up before December 1 and save up to 35% off retail rates.

LOCATION	RETAIL RATES	EARLY BIRD SIGN UP Must Sign up by Dec 15 th
Back Cover	\$20,000	Sale Pending
Inside Front Cover	\$10,000	\$7,100
Attached Cover Bookmark	\$18,300	Sale Pending
Pocket Folder Front	\$10,500	Sale Pending
Pocket Folder Back	\$5,500	Sale Pending
Inside Back Cover	\$15,000	\$9,750
Premium Full Page Ad	\$5,500	\$4,550
Full Page Ad	\$5,000	\$3,725
Half Page Ad	\$3,000	\$1,950
Quarter Page Ad	\$1,300	\$975
2 Coupons & Quarter Page Combo	\$1,900	\$1,375
Coupon & Stub	\$1,500	\$1,100
Tab Front or Tab Back	\$6,500	\$5,500



Payment can be made in

6
EQUAL
INSTALLMENTS

Final installment due June 1st!

Prices do not include Ad Layout

SOLD ON A FIRST-COME FIRST SERVED BASIS



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