



# ADVERTISING WITH THE WICHITA PUBLIC SCHOOLS

All proceeds from Commercial Advertising efforts go to the schools to directly impact students.

## **As an advertiser, you will have access to:**

- **50,000+** students in the Wichita Public Schools
- **6,500+** district employees
- **500,000+** fans attending games/events in our district's gyms and stadiums
- **400,000+** impressions on our high school monitors each year
- **Unlimited access** to the community through our highway banner structures

For more information, please contact:

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**WICHITA**  
PUBLIC SCHOOLS®

# PRODUCT

# DETAILS

# COST

# SPECS

## Handbooks

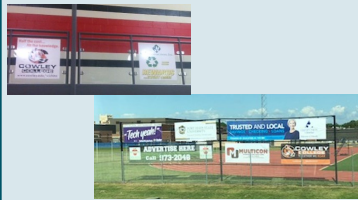


- District students are required to have an agenda and carry it as their Hall Pass.
- Yearly copies
  - High School - 18,000
  - Middle School - 15,000
  - Elementary School - 6,300

COST PER LEVEL	
Coupons Section (quarter page)	\$300
	(full page) \$1000
Inside page (front and back)	\$1500
Inside Front Cover (high school only)	\$2500
Inside Back Cover (high school only)	\$2500
Back Cover (high school only)	\$3000

- High Schools - 9
- Middle Schools - 18
- Elementary Schools - 38
- Client is responsible for all design work
- Black and white copy only
- District policy reserves rights to screen and approve all copy

## Stadium, Gym & Highway Banners



- Three District Stadiums
- Seven Varsity Gyms:
  - East, Heights, North, Northwest, South, SE, West
- Highway banner structures at South High (I235) and East High (I135)

Stadium fence signage (3' x 8')	\$750 ea.   \$2000 for all
Wall signs (26" x 28")	\$750 ea.   \$2000 for all
Highway banners (50" x 120")	\$1000 ea.   two sites \$1500
(50" x 258")	\$2000 ea.   two sites \$3000

- Client is responsible for all design work
- Color or black and white
- District is responsible for production, installation and maintenance of all signs
- District policy reserves rights to screen and approve all copy

## TV Monitors



Current schools:  
 East, Heights, North, Northwest, South, Southeast, West, Northeast Magnet, Chester Lewis Academic Learning Center

30 second spot	\$1500
5 spots/day	per year

- Video or PowerPoint slides with closed captioning
- Unlimited spot changes
- Commercial production is the responsibility of the client
- District Policy reserves the right to screen and approve all spots

## Posters



High Schools - 10  
 Middle Schools - 18  
 Elementary Schools - 59

	Foamboard	Unbacked
High Schools	\$300	\$250
Middle Schools	\$450	\$400
Elementary Schools	\$750	\$700
All schools	\$1300	\$1200

- Poster size: 12" x 18"
- Strategically located
- Client is responsible for all design work
- District is responsible for production, installation and maintenance of all signs
- District policy reserves rights to screen and approve all copy

## PA Announcements



PA Announcements at ALL Football and Basketball Varsity Games

200+ Announcements	\$2000 per year
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- Client provides the script
- 30 second radio spot(s) advertising your business
- Spot will be broadcast at least once during all games
- 150+ games