

**General Requirements**

The following general conditions apply for commercial advertising:

1. Advertisement design and content shall be approved by the Executive Director of Communications and be in accordance with GKB(LOCAL) "Standards of Approval."
2. The Assistant Director of Marketing shall serve as the point-of-contact for commercial advertising requests and maintain customer-client relationship.
3. The District will not charge for early cancellation of contract, minus the actual production costs of advertisement, except in the instance of the cancellation of long-term contracts (three or more years) where significant forecasted revenue may be lost as a result of the cancellation and a replacement client must be identified in such cases, the District may levy an early cancellation fee, not to exceed 10% of the original contract total.
4. Production costs related to the development of advertising materials will be paid at the time of contract approval.
5. The District permits advertising on the following venues which are generally accessible to the public:
  - a. CCISD School Buses
  - b. CCISD Athletic Venues
  - c. CCISD Website and Electronic Communications
6. Advertising rates are based on market values and will be reviewed annually, See Exhibit 1.

**Advertising Procedures**

The following procedure shall be used for commercial advertising requests and approval:

1. Requests to advertise with CCISD should be directed to the Assistant Director of Marketing.
2. The Assistant Director of Marketing will set up a meeting to discuss and outline advertising options and rates.
3. The Advertiser will be required to sign an order form, contract, and pay a non-refundable production fee prior to the district fulfilling the request. The non-refundable production fee is strictly the direct cost in producing the actual signage for bus and stadium advertisement.
4. The District shall use a time-date stamp on all advertising requests. The District will utilize a first-come, first-served process for advertisers vying for the same location/venue.

5. The actual term of the contract will begin when signage is placed.

Advertising on Website and Electronic Communications

1. The District will seek viable and family-appropriate advertisement for its website and electronic communications.
2. By request, the District will provide the advertiser web-traffic analytics from a third-party source, such as Google Analytics or Constant Contact, to the extent that this information can be obtained and is available. The District is not liable for the accuracy of such analysis.
3. Advertisement shall not be more prominent than district-related graphics and content. See Exhibit 1 for website and electronic communication advertising rates.

**Advertising Rates**

See Exhibit 1

**EXHIBIT 1**

**CCISD Bus Advertising Pricing Schedule**

<b>7.5' x 2.5'</b>	<b>3 months</b>	<b>6 months</b>	<b>9 months</b>
1-15 ads	\$215/month	\$210/month	\$205/month
16-30 ads	\$200/month	\$195/month	\$190/month
31-45 ads	\$185/month	\$180/month	\$175/month
46 + ads	\$170/month	\$165/month	\$150/month

<b>7' x 1.5'</b>	<b>3 months</b>	<b>6 months</b>	<b>9 months</b>
1-20 ads	\$105/month	\$100/month	\$95/month
21-40 ads	\$95/month	\$90/month	\$85/month
41-60 ads	\$85/month	\$80/month	\$75/month
61 + ads	\$75/month	\$70/month	\$65/month

**EXHIBIT 1**

In light of the impact of COVID-19 to the 2020 football season, specifically with regards to significantly reduced stadium capacity to allow for social distancing (between 25-50%), the following rates are in effect for the 2020 season. New in 2020 and in an effort to compensate for reduced in-stadium viewing impressions, sponsor promotions will be featured on livestream broadcasts which will be viewed by paid subscribers.

The rates will be re-evaluated in the late spring of 2021 to determine if stadium capacity resumes to normal levels and prices can return to 2019 rates.

**Clear Creek ISD Challenger Columbia Stadium: Videoboard Advertising Inventory**

<b>Advertiser Level</b>	<b>Inventory Available</b>	<b>Term</b>	<b>Rate</b>
Platinum	1	3-year contract	2019: \$35,000/year 2020: \$21,000/year
Gold	4	3-year contract	2019: \$25,000/year 2020: \$15,000/year
Silver	4	3-year contract	2019: 15,000/year 2020: \$9,000/year
Single (or Special) Feature (i.e., First Quarter Replay Sponsor)	Up to 15	Annual contract	2019: \$5,000/year 2020: \$3,000/year
Game Day Sponsor	Up to 19		\$500/per game
Special Event Sponsorships (i.e. Band Competitions, Regional Track Meets, etc.)	TBD annually based on scheduled events	Contracts are per event	Based on event duration and forecasted attendance

**Veterans Memorial Stadium: Advertising Inventory**

No games will be played at Veterans Memorial Stadium for the 2020 season, therefore no new agreements will be entered into and the District will prorate multi-year sponsor agreements with no charges invoiced for the 2020 season.

<b>Advertising Territory/Opportunity</b>	<b>Inventory Available</b>	<b>Term</b>	<b>Rate</b>
Scoreboard Anchor Panel (4'8" x 21'4")	1	3-year contract	\$15,000/year (Total: \$45,000)
Scoreboard Mini Panels (3' x 8')	3	1-year contract	\$5,800/year
West End Fence Line Signage (4' x 170')	1	1-year contract	\$11,000/year
East End Fence Line Signage (4' x 170')	1	1-year contract	\$11,000/year
Game Day Sponsor	Up to 24 (including home AND visitor side reservations)	Per game	\$300/game/per side
Pre-Game	Select games only available based on pre-game activity schedule flexibility	Per game	\$400/game

UPDATED: 09/28/2020

**Clear Creek ISD Website, E-Newsletters and Video Programming: Inventory**

<b>Website/Page/E-Newsletter</b>	<b>Positions Available</b>	<b>Rate</b>	<b>Term</b>
Employee Portal Home Page Rotating Banner	Up to 4	\$200/month	Monthly contract
<i>The Current</i> Monthly E-Newsletter	Up to 3	\$200	Monthly (1 issue)
The <i>Chatterbox</i> Bi-Monthly Employee E-Newsletter	Up to 3	\$200	Bi-Monthly (1 issue)
Seasons of Fun E-Flyer Advertising Website	Unlimited	For Profit Rate: \$100/month 501(c)3 / Non-Profit Rate: \$50/month	Determined by client
Discounts & Deals Website in Employee Portal	Unlimited	n/a	Determined by client
Card Rider Line Video Podcast and/or CCISD Livestream Information Programming	1 Exclusive Sponsor	\$400/episode	Per episode