

# **EAST PROVIDENCE SCHOOL DEPARTMENT**

**East Providence School Department**

**Office of the Director of Finance**

**80 Burnside Avenue**

**East Providence, Rhode Island 02915**

**September 19, 2011 5:30 pm**

**School Committee**

**Advertising Sub-Committee Meeting**

**Working Session for review of Advertising Policy, Discussion of Fee Structure, and Discussion of process:**

**„X Kelly showed us all the websites and we figured out where to put them...along the sides and bottoms**

**„X No one supporting ads at the top of the page or on the revolving photos on the home page of admin site so it was denied**

**„X Kicked around pricing for a while; decided on pricing for web ads (see below)**

**„X Decided for sure that payment must come with application and no credit cards. Business Check or Personal Check and a one month heads up. If the check bounces, you're S.O.L.**

**„X Kelly will put in ad place holders for all the sites so when people**

go to the site, they can see how big and where their ads will go. "Your Ad Here" She (and her team) will be in charge of uploading all ads.

„X Decided we couldn't afford anyone to sell ad space for us so we'll ask PTA and general community members to spread the word

„X Ed Daft decided business office will receive calls for ads and field questions

„X Judy Lopes will put together a flyer to help spread the word

„X Chrissy Rossi will put together a spread sheet for pricing (not done yet so for now, use the info below)

„X Announcement to be made at next school committee meeting that we are ready to accept website advertising so please put on our next docket.

„X Mary King will create meeting minutes for us.

**Prices as follows...**

**Rectangle Button Ad: 200 x 132 pixels (Button Banner with link to their website)**

**Note: If someone wants a bigger ad, they can have twice the space for twice the price or 3x by 3x, etc.**

**District and HS Websites:**

**One Month = \$40**

**Three Month = \$100**

**Twelve Month = \$400**

**Elementary and Middle School Websites:**

**One Month = \$25**

**Three Month = \$50**

**Twelve Month = \$200**

**"TOTAL TOWNIE PRIDE PACKAGE"**

**An ad on every website for one year (12 mos) for \$1,200.00 (must be paid up front.)**

**Couldn't do anything about team ads as Paul Amaral never showed up**

**Next meeting will be scheduled in the next couple weeks. Efforts will be made to include Paul but if he can't make it, we'll forge ahead and give him our results for implementation. Waiting to hear from Ed Daft on Paul's availability.**

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**Mary C. King, CPA, MBA    Stephen Furtado, Clerk**

**Director of Finance      East Providence School Committee**