

# Wake Community Flyers



**Elementary**



**Middle**



**High**

**-> Choose Your School. Choose Your Grade Level. <-**

**wcpss.net/flyers**

**Deadline:** First of each month

We welcome you to this new and exciting offering by Wake County Public School System's Lifelong Learning with Community Schools. Wake Community Flyers offers community resources and services a direct monthly connection to WCPSS families. With around 159,000 students and their families, WCPSS is the fifteenth largest school district in the country. Keep reading to find out how you can reach this market and tap into this valuable new service.

## What is Wake Community Flyers?

WCF is a paid monthly school digital flyer distribution service. At the beginning of each month, texts and 27 regional grade level emails are sent to WCPSS families sharing featured flyers and a link to a school-specific webpage that shares all of that period's paid community resources' and services' flyers. Our goal is to provide WCPSS communities the information they need and save businesses and organizations money while also protecting our environment with less paper waste.

## Where do the flyers go?

You choose where your flyers go. Send your flyer to one school, two schools, a grade level, a whole region, or even to all the schools!

## Who's Permitted to Advertise

All advertisers must meet the below criteria to follow WCPSS board policy on flyer distribution. There are no exceptions, so please review prior to utilizing this service.

- Be a local, state, or federal government agency and department;
- Be a non-profit organization that offers educational, recreational, cultural, or character development activities or programs for school-aged children;
- School/business partnerships or incentive programs that directly enhance or support the school's educational program; and
- Community colleges, universities, and other non-profit institutions of higher education.

# Why Advertise with Us?

We understand your goal is to get your flyers seen by Wake County Public School System families and convert your purchased advertising into sales. We can help get your flyers seen by giving you the freedom to choose your advertised schools and regions. The conversion comes from your intelligently designed flyer and strategically crafted website. Explore our positive attributes to aid in bringing views and clicks to your flyers and business websites.

## WCPSS Schools

The data below represents the 2021-2022 school year.

- **Average Daily Attendance:** >158,000
- **Total number of schools:** 198 *(includes elementary, middle, high, and alternative schools)*

## Monthly Stats - Wake Community Flyers

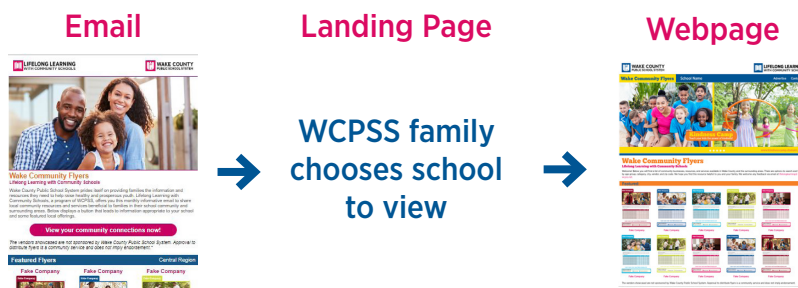
The data below represents average monthly results.

- **Subscriber delivered emails and texts:** >420,000 total per month
- **Email Open Rate:** 57% *(Average in educational industry is 32.7%)*
- **Click Through Rate:** 4.8% *(Average in educational industry is 1.58%)*
- **Event Count:** >145,000 *(Event counts are the number of page interactions on the WCF school flyer webpages.)*

# Ad Options - Pricing

## Basic Advertising Package

Wake Community Flyers offers a monthly basic package that includes nine regional emails and texts to WCPSS families that directs them to a school-specific webpage. The email includes featured flyers and a link to a landing page to allow families to choose school-specific webpages. The webpages include featured flyers at the top and all basic package flyers below which include tools to search and filter based on family needs. At the end of each month, the flyers are wiped clean and vendors are offered the opportunity to submit again.



The cost of a basic package is offered in two ways: regular and nonprofit. The nonprofit pricing is open to those that can show proof of their nonprofit status via their EIN number.

**Regular:** \$35 per flyer per school per monthly email.

**Nonprofits:** \$25 per flyer per school per monthly email.



# Extra Advertising Options

## Header Scrolling Image

Each of the school-specific webpages include a maximum of five scrolling images in the header section of the page. Scrolling images are known to grab attention due to their use of photographs and color. The images are on a timed scroll and are ordered on a first come, first served basis.

Vendor pricing for extras are the same for regular and nonprofits. The basic package must be purchased for each school-specific webpage you plan to include an image.

**Regular & Nonprofits:** \$175 per school plus basic package for school(s) selected.

*Example: 5 schools with header image.*  
*(5 schools x \$35 reg. basic packages) + (5 schools x \$175 header image)*  
*= \$175 + \$875 = \$1,005*

## Featured Flyers: Webpage & Email

The featured flyers are optionally included in the emails and school-specific webpages and are an additional cost to the basic package.

The first option requires an additional purchase of the basic package for each school chosen. The second choice requires a basic package purchase of a full region in addition to the extra costs. An advertiser can choose to purchase a single feature flyer option or both.

**1) Webpage Feature:** \$125 per school plus basic package of school(s) selected. A maximum of ten features per school-specific webpage are available per month.

*Example: 4 schools with webpage features.*  
*(4 schools x \$35 reg. basic packages) + (4 schools x \$125 webpage features) = \$140 + \$500 = \$640*

**2) Regional Email Feature:** Can purchase full region or grade levels within a region. Cost is \$19 per school in your selected region or subregion. A maximum of six features per regional email are available per month. *Must purchase region or grade level(s) in a region.*

*Example: 1 flyer in central region elementary schools with email feature. (All central ES = 23 schools x \$35 reg. basic package) + \$19 per school (feature: 23 central elementary schools) = \$805 + \$437 = \$1,242*

Featured Flyers



Header Scrolling Image

Email



# Design Specs

All flyers are to be submitted with the same design specifications stated below. You can choose to submit in color or black and white. Note we give the option to submit a PDF file, but all files will be converted to JPG to use in our display system.

The scrolling images in the header of each school webpage must be in color and meet the exact size specifications below. The order of image placement is based on order of ad purchase. Images are on a three second timer to ensure visibility.

Flyer Specifications			
Ad Type	Width x Height	Format	Resolution
Color Flyer	612 x 792 px (8.5 X 11 in.)	JPG or PDF ( <i>PDF will be converted to JPG</i> )	72 dpi
Scrolling Image	1530 x 384 px		72 dpi

# Ad Submission Deadline

Due to the monthly nature of this program, we must be firm on payment and ad submission deadlines. There are no exceptions. All are due one month prior to the month you wish to advertise. See exact dates below.

Month/Year	Deadline	Month/Year	Deadline	Month/Year	Deadline
January 2024	December 1, 2023	May 2024	April 1, 2024	September 2024	August 1, 2024
February 2024	January 1, 2024	June 2024	May 1, 2024	October 2024	September 1, 2024
March 2024	February 1, 2024	July 2024	June 1, 2024	November 2024	October 1, 2024
April 2024	March 1, 2024	August 2024	July 1, 2024	December 2024	November 1, 2024

# Schools by Region

There are nine regions and over 190 schools in Wake County Public School System. Below displays the number of schools per region and gradelevel. Visit <https://bit.ly/34uKirR> to view the school names.

Central	Eastern	Northern	Northeastern	Northwestern
<b>Elementary</b> - 14 schools	<b>Elementary</b> - 14 schools	<b>Elementary</b> - 14 schools	<b>Elementary</b> - 15 schools	<b>Elementary</b> - 15 schools
<b>Middle</b> - 6 schools	<b>Middle</b> - 4 schools	<b>Middle</b> - 5 schools	<b>Middle</b> - 3 schools	<b>Middle</b> - 5 schools
<b>High</b> - 3 schools	<b>High</b> - 3 schools	<b>High</b> - 4 schools	<b>High</b> - 4 schools	<b>High</b> - 5 schools
Southern	Southeastern	Southwestern	Western	
<b>Elementary</b> - 14 schools	<b>Elementary</b> - 10 schools	<b>Elementary</b> - 13 schools	<b>Elementary</b> - 12 schools	
<b>Middle</b> - 5 schools	<b>Middle</b> - 3 schools	<b>Middle</b> - 5 schools	<b>Middle</b> - 5 schools	
<b>High</b> - 4 schools	<b>High</b> - 5 schools	<b>High</b> - 5 schools	<b>High</b> - 3 schools	