

# Grow Your Business.



Support Schools. 321.200.0427



### Student Planners

50,000 Elem/  
Middle & 12,000 HS  
printed annually.



### BPS Headlines

Reach 50,000+  
weekly. Direct traffic  
to your website or  
Social Media Page.



### BannerAds

Geo-Target your  
message in highly  
visible spaces on  
campuses  
throughout Brevard.

## Win-Win Branding Solutions

Take advantage of the 10th Largest School District in Florida!

Brevard Public Schools (BPS) is the 10th largest school district in Florida, and ranked in the top 50 in the nation. Collectively, BPS serves nearly 70,000 students and employs nearly 9,000 people in 85 schools throughout a county with a population over 600,000 people. This makes BPS an extremely powerful communication medium that could be leveraged to help your business deliver its message to its customers. In doing so, your business can be seen as a supporter of schools. Who doesn't want to do business with a company that supports schools?

1

### PRINT

Student Planners  
Quarterly Magazines

2

### DIGITAL

Digital Newsletters  
Website Advertising

3

### SIGNAGE

Outdoor Banners  
Indoor Banners  
Stadium Branding

## Why advertising with the Schools Makes Sense for Your Business!

1. **The School District is as an awesome communication medium-** This is worth its weight in gold when it comes to advertising. Digital communications receive tens of thousands of impressions weekly, and outdoor spaces get tens of thousands of impressions every single day! BPS represents a county of over 600,00 people, and collectively it serves nearly 80,000 students and employees.
2. **Advertising with the schools is very affordable!** For the reach, the rates are amazing! With reasonable rates, ROI is much easier achieved.
3. **You can brand your company as a business that supports education.** Research supports that folks are more likely to do business with companies that give back to a worthy cause. Who doesn't want to do do business with a company that supports schools? This is a powerful and unique branding opportunity for your business.

## Products & Pricing

1. **BPS Headlines-** connects with over 57,000 parents, BPS employees and community partners, weekly, through email. Businesses may advertise monthly, and this publication routinely returns a 35+ percent open rate. All ad programs hyperlink to websites, landing pages or social media pages. [CLICK HERE FOR PRICING!](#)
  2. **Banner Signage-**
    - a. **Car Loop Banners-** Everyday thousands of parents drop off and pick up their kids at school. Did you know that you can advertise your business along the fence line of these high-traffic areas? [CLICK HERE FOR PRICING](#)
    - b. **Cafeteria Banners-** Tens of thousands of students see cafeteria banners daily at lunch time and during other activities. Cafeterias serve as many schools' official meeting places also, where thousands of adults see these signs throughout the year. [CLICK HERE FOR PRICING](#)
    - c. **Visitor Parking Signs-** Every year, tens of thousands of people visit the 85 school campuses throughout Brevard. For a very reasonable investment, your business can greet these visitors by sponsoring a parking spot! [CLICK HERE FOR PRICING](#)
- Most of the money raised from these banners go directly to the school!**
3. **[The Heart of Brevard](#) provides an in-depth look at stories in and around Brevard Schools, quarterly-** This publication is distributed digitally via email, BPS mobile app, cross-promoted in BPS HEADLINES, on the BPS website, and Facebook to 57,000+ BPS stakeholders. Printed copies are full-color & glossy, and delivered to schools. [CLICK HERE FOR PRICING](#)
  4. **Student Planners-** Every year, students throughout Brevard receive a student planner, which serves as a communication tool between parent and teacher. Students are required to write their HW in them daily, and most teachers require a parent to sign them. In High School, they are also used as a Hall Pass. **This is a powerful advertising opportunity.** 50,000 Elementary/Middle & 12,000 High School planners are printed annually. The pricing for the advertising options in the planners is extremely reasonable. On a cost per piece basis, the value is exceptional. [CLICK HERE FOR PRICING](#)