



Saturday, November 4, 2017

Ed Talk is a public forum for Broward County stakeholders to collaborate with the District on improving outcomes for all students. The last event had more than 400 participants representing business and community partners, parents, students and Broward County Public Schools employees. The final report is disseminated to stakeholders and featured on the District's website.

## Publicity Scope

### Constituents

- 32,000+ employees
- 38,000+ volunteers
- 270,000+ students

### Multimedia

- Tri-county BECON-TV coverage
- 9.6M BCPS website visitors
- 14M BCPS web page viewss

### Social Media

- 85,000+ Twitter followers
- 12,500+ Facebook likes
- 29,000+ mobile app downloads

## Advertising Opportunities

Organizations and individuals have the opportunity to connect with the Broward community by advertising in the Ed Talk Participant Guide, which includes the event program, District highlights and note pages. Below are the available options for full color ads.

Full-Page Ad (Includes Exhibitor Table)	\$450		Exhibitor Table	\$150
Half-Page Ad	\$250			
Quarter-Page Ad	\$150			
Eighth-Page Ad	\$75			

### Don't miss out on this special opportunity!

Complete the Advertising Pledge below and **submit your ad artwork before Friday, October 13, 2017**, to [ernesto.delahoz@browardschools.com](mailto:ernesto.delahoz@browardschools.com)

## Advertising Pledge

Company \_\_\_\_\_

Contact Name \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email Address \_\_\_\_\_

We are pleased to participate in Ed Talk 2017/18 and commit to the item(s) checked below:

- |  |  |
|--|--|
| <input type="checkbox"/> Full-Page Ad (includes Exhibitor Table) (\$450) | <input type="checkbox"/> Eighth-Page Ad (\$75)   |
| <input type="checkbox"/> Half-Page Ad (\$250)                            | <input type="checkbox"/> Exhibitor Table (\$300) |
| <input type="checkbox"/> Quarter-Page Ad (\$150)                         |  |

# Advertising Specifications

<b>Full-Page</b> .....	7.5" width x 10" height (vertical)
<b>Half-Page</b> .....	7.5" width x 4.75" height (horizontal)
<b>Quarter-Page</b> .....	3.5" width x 4.75" height (vertical)
<b>Eighth-Page</b> .....	3.5" width x 2.25" height (horizontal)

## Accepted File Formats:

- **PDF is the preferred format.** Make sure to save/export your file as **press quality**. This setting will allow you to create a press ready PDF with all fonts and images embedded in the file.
- EPS, TIF, JPG, PSD format. Website images are not recommended for printing due to low image resolution.

## General Guidelines:

- Convert all fonts to outlines or include all fonts used.
- Embed and objects/photos or include all images that have been placed or imported into the final layout of the file.
- Logos and line-based objects should remain in **vector format** whenever possible.
- Artwork **must be sized correctly, whether horizontal or vertical.**
- Be sure all files have full copyright permission to reproduce (if applicable).
- Images must be 300 dpi at final size. Please do not "res-up" lower resolution images, as it will make the image pixelated.

For more information about advertisement specifications,  
contact the Graphics Department at 754-321-1055.

**Advertising payments are due on Friday, October 13, 2017.**

**Make checks payable to Broward Education Foundation/Ed Talk**

**Mail to: Dr. Ernesto De la Hoz, Public Information Office**

**Broward County Public Schools**

**600 SE Third Avenue**

**Fort Lauderdale, FL 33301**

**For more information, contact Dr. Ernesto De la Hoz,**

**in the Public Information Office at 754-321-2300**

**or [ernesto.delahoz@browardschools.com](mailto:ernesto.delahoz@browardschools.com).**



**The School Board of Broward County, Florida** Robin Bartleman • Heather P. Brinkworth • Abby M. Freedman • Patricia Good  
Donna P. Korn • Laurie Rich Levinson • Ann Murray • Dr. Rosalind Osgood • Nora Rupert • Robert W. Runcie, Superintendent of Schools

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**[browardschools.com/edtalk](http://browardschools.com/edtalk)**