

# Community Connection

**Reach over 12,000 students and their families!**

## What is the PLCS Community Connection?

The PLCS Community Connection is a student-focused, monthly, online publication that reaches the families of over 12,000 students across the Papillion La Vista Community Schools (PLCS) District.

The PLCS Community Connection is designed to provide parents a one-stop shop for all youth activities happening in the community. There are two specific publications: one aimed at elementary students (grades PreK - 6), while the other will be sent out specifically to our secondary families (grades 7-12). Since outside organizations are not allowed to send materials home with students or advertise in the school newsletter in accordance with board policy, this publication provides the opportunity for you to reach students and families monthly. Our aim is to promote activities and programs that provide a benefit or service to PLCS children and families.

## How does the Community Connection work for advertisers?

- You provide a graphic or PDF up to 8 ½ x 11 inches (can be front and back) with 2-3 sentences about the organization or the service you are providing.
- Clearly state which grade level publication (Elementary and/or Secondary) in which you would like it to be included. You may be included in both, if appropriate.
- Your information will be included in an email to parents on the first Friday of each month. This will include a picture of your ad along with your short offer description.
- Your ad will also be included for the month on our District website within the Community Connection landing page.
- Families can access the advertisements 24/7 from their email, the District and school websites, as well as the District app.

## What do advertisements cost?

A 10% discount is available for advertisers who pre-purchase space for the entire school year. Once an advertisement spot is reserved, an invoice will be sent to each advertiser for payment.

Type of Business	Cost Per Month	Cost Per Year
For-Profit	\$50	\$450
Non-Profit	\$25	\$225

*\*To get the non-profit rate, you must provide a copy of your 501c3 form.*



## What are the deadlines for advertisements?

In order to be included in the PLCS Community Connection, advertisements must be received by the Friday prior to the email being sent to all families.

Monthly Issue	Ads Due to PLCS	Email Sent to All PLCS Families
August	August 12, 2022	August 19, 2022
September	September 2, 2022	September 9, 2022
October	September 30, 2022	October 7, 2022
November	October 28, 2022	November 4, 2022
December	November 25, 2022	December 2, 2022
January	December 30, 2023	January 6, 2023
February	January 27, 2023	February 3, 2023
March	February 24, 2023	March 3, 2023
April	March 31, 2023	April 7, 2023
May	April 28, 2023	May 2, 2023

## Guidelines and Procedures for Advertising

1. Any organization wishing to distribute information to PLCS students must do so through the PLCS Community Connection. No flyers or other materials are allowed to be distributed to students in any other way.
2. The PLCS Community Connection is a School District publication, which means advertisements must be upcoming activities that are education related or benefit children, parents, and families.
3. PLCS reserves the sole and absolute right to determine the acceptable content of any and all advertising on District publications, and must approve all messages.
  - PLCS does not create or establish an open or public forum.
  - Advertisements shall not contain any statement which is contrary to educational values, is vulgar, obscene, defamatory, discriminatory, religious, political, ideological or which relates to a controversial topic.
  - Advertisements shall not relate to a product or service, which is inappropriate or illegal for minors.
  - Advertisements may not relate to a product or service that is educationally controversial or promotes ideological, political, religious, or social beliefs.

## Special Projects, Student Activities, or Contests

*Coloring contests, poster contest, essay contests, requests for students to participate etc.*

- All student contests or request for students to participate in outside activities will need to be made through the Communications office.
- The contests will be posted on the District website and then communicated to staff, parents, and students.
- The information will be shared with parents through the monthly PLCS Community Connection.
- Teachers will NOT be asked to utilize class time to promote or administer a student activity for an outside agency unless it is a specific part of the defined curriculum or has been determined by the PLCS Central Office or Principal to be a vital part of the curriculum and learning process.

## Contact Information

To reserve an advertisement spot, please contact Tyler Cronin in the PLCS Communications Department.

**Tyler Cronin**

Communications Specialist

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