



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. To view information from previous Ed Talk forums, visit browardschools.com/edtalk.

Publicity Scope

Constituents

- 32,000+ employees
- 38,000+ volunteers
- 271,000+ students

Multimedia

- Tri-county BECON-TV coverage
- 7.6M BCPS website visitors
- 44M BCPS web page views

Social Media

- 116,000+ Twitter followers
- 22,900+ Facebook likes
- 131,800+ 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 11, 2019**, to nyasha.hinds@browardschools.com.

Advertising Pledge

Company _____

Contact Name _____

Phone _____ Fax _____

Email Address _____

We are pleased to participate in Ed Talk 2019/20 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 (\$150) |
| <input type="checkbox"/> Quarter-Page Ad (\$150) | |

Advertising Specifications

Full-Page	7.5" width x 10" height (vertical)
Half-Page	7.5" width x 4.75" height (horizontal)
Quarter-Page	3.5" width x 4.75" height (vertical)
Eighth-Page	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 objects/photos or include all images that are 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 advertising specifications,
contact the Graphics Department at 754-321-1055.

Advertising payments are due by Friday, October 11, 2019.

**Make checks payable to Broward Education Foundation,
writing Ed Talk in the memo section.**

**Mail to: Nyasha Hinds, Office of Communications
Broward County Public Schools
600 SE Third Avenue
Fort Lauderdale, FL 33301**

**For more information, contact Nyasha Hinds at 754-321-2300
or nyasha.hinds@browardschools.com.**



The School Board of Broward County, Florida Lori Alhadeff • Robin Bartleman • Heather P. Brinkworth • Patricia Good • Donna P. Korn
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browardschools.com/edtalk