

Advertising Advantage: The HTML email database exists in an integrated marketing platform for targeted school-wide email communications to increase community engagement by strategically communicating school-wide activities, programs and community events with parents, teachers and business partners through the following deliverables: Integrated online newsletter delivered as mini-website portal, which provides access to school information, online enrichment, partner programs and reporting metrics; allowing users to customize ongoing resources: 36% of student families (in excess of 400 users) at each school use this portal on an ongoing basis. Using email statistic reports—with a total of nearly 500,000 unique emails—to track opens, click-throughs and forwarded email, we can anticipate and predict trends in communication practices. *The industry average open rate for education is 19-22%.*
The average open rate for all HTML emails created for OCPS schools is 40%--higher than the open rate for any industry.

Payment: Payment is due at the time the Advertiser submits the advertising material. All rates are per year. **Checks should be made payable to “School Name” and sent to “School Address.”** No advertisement will be published unless full payment is received prior to the advertising deadline. Advertiser agrees that, on default in the timely payment of any fee or cost under this contract, “School Name” may, without notice or demand, cancel the balance of this contract and bill Advertiser for all unpaid fees and costs.

Advertiser’s Responsibility: All advertisements are accepted and published by the Publisher or its agency upon the representation that the Advertiser is authorized to publish the entire contents and subject matter hereon in consideration of the Publisher’s acceptance of such advertisements. The Advertiser will indemnify and save the Publisher and its agency harmless from and against any loss or expense resulting from claims or suits based upon the contents or subject matter for such advertisements, including without limitation, claims or suits for defamation, libel, and violation of privacy, plagiarism and copyright infringement. No ad changes will be made. Submission of advertising copy prior to deadline is the responsibility of Advertiser. All material must be camera-ready unless custom sponsorship is purchased. Custom content is provided by an independent agency contracted by the Publisher. Space will be allocated at the discretion of the Publisher or its agency. The Publisher or its agency cannot guarantee color fidelity, changes or corrections on materials received from Advertiser. The Publisher or its agency reserves the right to modify advertisements, and any modification which causes a change from Advertiser’s contracted advertisement shall not affect the continuing validity of this agreement.

Copy Acceptance: The Publisher reserves the right to reject any advertising at its sole discretion. Advertising that resembles editorial may be marked “Advertisement” by the Publisher at the sole discretion of Publisher. Should Publisher reject advertising, Publisher shall refund payment for the contracted advertising rate, less any costs incurred by Publisher, for the particular rejected advertising. Liability due to Publisher’s error shall not exceed the charge for space actually occupied by the item in which the error was made. The Publisher assumes no liability if for any reason it becomes necessary to omit an advertisement. The laws of the State of Florida shall govern this contract. If any action is brought to enforce any provision or right hereunder, venue for that action shall lie in the court of competent jurisdiction in and for Orange County, Florida. To be effective, any modification of this Agreement shall be in writing and signed by the Publisher and Advertiser. This agreement includes the entire agreement of the parties hereto and no representations, inducements, promises or agreements by either of them, whether oral or otherwise, shall have any force or effect whatsoever if not specifically set forth herein

Limited Ad Space: The Publisher reserves the right to limit availability. The Publisher will accept a limited number of advertisers per year, which will rotate with the distribution schedule. Advertisers may specify a desired timeframe to market a special event for their allotted ad. The Publisher reserves the right to change availability as it pertains to effectively communicating information.