

eConnection

A Weekly Electronic Publication for CFISD Employees

A

B

C

D

Size A

7.5" x 4.63"
\$200 per ad

Size B

7.5" x 2.75"
\$150 per ad

Size C

2.75" x 4.9"
\$100 per ad

Size D

2.35" x 2.75"
\$50 per ad

Full Page

\$400

eConnection is directly distributed to 13,000+ employees of CFISD through the district's electronic mail system (which is viewed at 85 dpi).

ADVERTISING INFORMATION

Paid advertisements in **eConnection** newsletter will be sold on a first-come, first-serve basis for the purpose of defraying the cost of producing district publications. Paid advertisements will be accepted from both commercial and non-profit enterprises.

The advertisement specifications and rates listed above are for ads with placement on any page **except the front page** of **eConnection**. The ad dimensions have been limited to the four sizes and a full page only to make effective use of the advertising

space available. Ads must adhere to these specs.

eConnection is directly distributed to 13,000+ employees of CFISD through the district's electronic mail system (which is viewed at 85 dpi) and archived on the district's Intranet system. Advertisers may request a printed copy of **eConnection** if necessary. Additionally, paid advertisements must adhere to the following guidelines:

Ads must keep with community standards for the school district. Each ad will be reviewed and evaluated for questionable ad content. A decision to reject an advertisement on the basis of conflict with the community standards is final and not subject to appeal.

All ads must be submitted (in color or grayscale) in electronic form (i.e. *.pdf or *.jpg) on some form of digital media such as CDs or via email **[by clicking this link]**.