



*Superintendent's 2025–26 Performance Goal:
1.1 Develop a Comprehensive Communication & Marketing Plan*

Update and Recommended Proposal

Digital Advertising

September 22, 2025

Billboards

PANEL #7208

📍 Rogers Ave. S/S .3 mi E/O I-540, EF



Location Rogers Avenue

of Weekly Impressions 331,270

Total Cost \$9,600 for 12 months

This has been a traditional partnership in the past.

Billboards

PANEL #7216

📍 Rogers Ave. N/S .15 mi W/O I-540, EF



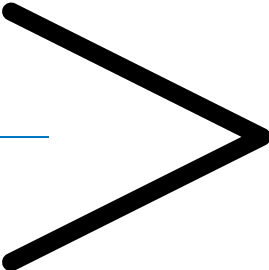
Location Rogers Avenue

of Weekly Impressions 210,017

Total Cost \$9,600 for 12 months

This has been a traditional partnership in the past.

Billboards

Location	# of Weekly Impressions	Total Cost	
Rogers Avenue	210,017	\$9,600 for 12 months	
Rogers Avenue	331,270	\$9,600 for 12 months	
			\$19,200 for 12 months

This expenditure is part of the current Communications Department budget.

TV Spots

Agencies

5 News

KHBS

Cox Media

\$4,250/month for 277 spots

4 variations of 30-second spots

This is a new advertising strategy. May be the first time we have recommended purchasing TV spots.

TV Spots



TV Spots

Agencies

5 News

KHBS

Cox Media

\$4,250/month for 277 spots

October 1 – June 30

4 variations of 30-second spots

Total Cost = \$38,250.00

