



**PROGRAM ADVERTISING &  
SIGNAGE OPPORTUNITIES**



**HIGHLAND**  
Local Schools

# H

## *District Demographics*



The Highland Local School District encompasses 78 square miles within Medina County, Ohio. We offer an achievement-oriented educational program and serve students from Hinckley, Granger, Sharon, Montville, Copley, Medina and Brunswick. We were ranked 15th in the State for enrollment growth in the past 10 years, increasing our student population by nearly 1,000. The District is constantly growing and striving to remain future-focused so that our students have the academic tools they need to succeed in the 21st Century and beyond.

### *Our Schools*

- 3 elementary schools (grades PK-5): Granger, Hinckley and Sharon
- 1 middle school (grades 6-8): Highland Middle School
- 1 high school (grades 9-12): Highland High School

We currently have a student population of nearly 3,300 in grades PK-12.

### *Our Students (Class of 2011)*

- Class received merit-based scholarships for college/postsecondary education in the amount of over \$4.8 million
- 4 National Merit Scholarship Finalists and 5 Commended Scholars
- Above both State and National averages for ACT and SAT scores

### *Our Academics*

- World languages offered in Chinese, French, Latin and Spanish
- College Credit Plus program options offered to high school students
- 16 Advanced Placement (AP) classes offered at the high school level

#### **DID YOU KNOW?**

Highland High School is ranked 16th in Ohio by Newsweek, Top 5% nationally by U.S. News & World Report and AP District Honor Roll by the College Board. We also boast a graduation rate of 98%.



# Sports Program Advertising

**SPORTS PROGRAM ADVERTISING** ~ Includes full color ad in FALL, WINTER & SPRING programs.

- Full Page (size 8.5" x 11") Cost: \$600
- Half Page (size 8.5" x 5.5") Cost: \$400
- Qtr Page (size 3.75" x 5") Cost: \$300
- Business Card (size 3.75" x 2") Cost: \$200  
(specifications are width by height)



# Signage Opportunities

Choose from these options to help maximize your marketing presence at Highland Schools!

**BASEBALL FIELD** ~ Signage will be located on the home run fence at Highland's baseball field. Cost: \$500

**FENCE ON ROUTE 94 (IN FRONT OF SOFTBALL FIELD)\*** ~ Signage will face Route 94. Cost: \$750

\* According to ODOT (2013), traffic count between Granger Road and Route 271 is 7,120 cars per day.

**DIGITAL BANNER ON STADIUM SCOREBOARD** ~ Digital banner rotates every 10 seconds during all home football games and other events at stadium. Cost: \$600

**HHS GYMNASIUM DIGITAL SCORER'S TABLE** ~ 96-inch high definition monitor showcase your ad, which rotates every 10 seconds during all home volleyball, basketball and wrestling events in gymnasium. Cost: \$750



### BUNDLE PRICING OPTIONS:

- Contracts are for 1-year placement
- Discounts offered for multi-year signage:
  - 10% discount per year, beyond first year commitment (3 year max)
  - Invoiced annually
- Bundled pricing options also available:
  - 2 locations: 10% total discount
  - 3 locations: 20% total discount
  - 4 locations: 30% total discount

### VINYL BANNER SPECIFICATIONS:

- All banners are 5 ft. (height) by 8 ft. (width)
- Artwork sized to 60 inches by 96 inches. Use supplied template if providing your own artwork. We suggest logo, domain, phone number only.
- Artwork must be in vector format (PDF, EPS, AI)

### STADIUM SCOREBOARD SPECIFICATIONS:

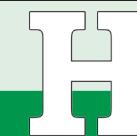
- All banners are 3 ft. (height) by 17 ft. (width)
- Artwork sized to 33 inches by 206 inches. We suggest logo, domain, phone number only.
- Artwork must be in vector format (PDF, EPS, AI)
- Resolutions should be set to 100 pixels/inch

### SCORER'S TABLE SPECIFICATIONS:

- Artwork must be in vector format (JPEG, AVI, QT)
- Artwork sized to 3840 pixels wide by 1080 pixels high with resolution set to 150 dpi.

Initial design, fabrication & placement included in cost. Additional design services available for a fee. Contact Mark Phelps at 330-459-8000.

# Attendance Statistics



|   |                                | Annual Events & Estimated Average Attendance Per |                    |                  |
|---|--------------------------------|--|--------------------|------------------|
| Field/Court                                 | Team                           | # of Annual Events                               | Average Attendance | Total Attendance |
| Highland Stadium / North Gateway Tire Field | Varsity Football               | 5  | 3,500              | 17,500           |
| Highland Stadium / North Gateway Tire Field | JV Football                    | 5  | 250                | 1,250            |
| Highland Stadium / North Gateway Tire Field | Freshmen Football              | 5  | 250                | 1,250            |
| Highland Stadium / North Gateway Tire Field | JV/Varsity Boys Soccer         | 8  | 250                | 2,000            |
| Highland Stadium / North Gateway Tire Field | JV/Varsity Girls Soccer        | 8  | 200                | 1,600            |
| HHS Main Gym                                | JV/Varsity Volleyball          | 10   | 150                | 1,500            |
| HHS Main Gym                                | Freshmen Volleyball            | 10   | 70                 | 700              |
| HHS Main Gym                                | FR/JV/Varsity Boys Basketball  | 11   | 500                | 5,500            |
| HHS Main Gym                                | JV/Varsity Girls Basketball    | 11   | 300                | 3,300            |
| HHS Main Gym                                | Varsity Wrestling              | 3  | 200                | 600              |
| Baseball Field                              | Varsity Baseball               | 13   | 100                | 1,300            |
| Baseball Field                              | JV Baseball                    | 13   | 50                 | 650              |
| Baseball Field                              | Freshmen Baseball*             | 4  | 50                 | 200              |
| Softball Field                              | Varsity Softball               | 13   | 75                 | 975              |
| Softball Field                              | JV Softball                    | 13   | 50                 | 650              |
| MS Stadium                                  | Middle School Football         | 10   | 150                | 1,500            |
| Highland Stadium / North Gateway Tire Field | HHS Track & Field              | 4  | 200                | 800              |
| MS Stadium                                  | HMS Track & Field              | 7  | 200                | 1,400            |
| William & Ruth Kelly Tennis Courts          | JV/Varsity Boys & Girls Tennis | 36   | 50                 | 1,800            |
| Highland Stadium / North Gateway Tire Field | Youth Football, Soccer & other | 10   | 500                | 5,000            |
|   |                                |  | <b>TOTAL:</b>      | <b>49,475</b>    |

\*Freshman Baseball plays most games at Granger Park

Business Name \_\_\_\_\_

Contact Person: \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_ Phone \_\_\_\_\_

Email: \_\_\_\_\_

Please make all checks payable to Partner Marketing. Mail completed form to: Partner Marketing, 334 Koontz Road, Wadsworth, OH 44281 or fax to: 330.777.2017.

**QUESTIONS? Contact Mark Phelps at 330.459.8000 or email INFO@PARTNER-MARKETING.NET**

