

Lakeland Facility Advertising Program Guidelines & Application

Applications for Advertising:

1. Applications to advertise will be received on a first come, first served basis.
2. All sign advertisements must be approved by the Superintendent prior to ordering.
3. The ordering of the signs will be facilitated by the District.
4. Payment for the cost of the sign, along with the advertising fee, must be paid upon approval before the sign will be ordered.
5. Once the sign has been manufactured, we will make arrangements with you to come and select the exact fence panel location of your sign.
6. The advertising fee covers the sign's placement from July 1- June 30 of each year of the term agreement.

Signs:

1. All signs will be the property of the business/advertiser.
2. Any sign damaged due to no fault of the District will remain the responsibility of the owner for repair or replacement as determined by the Director of Buildings & Grounds.
3. No personal signs will be permitted.
4. All signs must be facilitated through the District, Business Manager, and Director Buildings & Grounds, by way of the Facility Advertising Application.
5. All signs will be constructed of either Cor-X (corrugated plastic) or aluminum, as determined by the advertiser's preference on the Facility Advertising Application.
7. The Director of Buildings & Grounds will be responsible for the erection of the sign at the display locations and the seasonal removal for storage (*Signs are removed and stored from December 1st through March 1st, depending on weather). Vendors may retrieve and store their own signs).
6. All lettering, bordering, and colors are included in the price of each sign.

Advertising Standards:

No advertising will be permitted which:

1. promotes hostility, disorder, or violence
2. attacks ethnic, racial, or religious groups
3. is libelous
4. invades the rights of others
5. inhibits the functioning of the school
6. promotes, favors, or opposes the candidacy of any candidate for election, or any public question submitted at any general, county, municipal, or school election
7. promotes the use of drugs, alcohol, tobacco, or firearms

Proceeds:

All revenues collected through this advertising initiative go toward the funding of extracurricular opportunities for the Lakeland School District.

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Applicant Name: _____

Company Name: _____

Company Address: _____

Company Phone: _____

Advertising options are separated into different categories based on location. Locations are: Football Stadium (exterior facing the parking lots), Football Stadium (interior), Baseball Field (outfield), Softball Field (outfield), and Football Practice Field (facing parking lot). Please choose your location, material, and term length below.

Location

- Football Stadium (exterior): These are 4' x 8' signs that face the main parking lot and upper parking lot by the field house.
(\$500/year + cost of sign)
- Football Stadium (interior): These are 4' x 8' signs that surround the track and face the bleachers, entrance, and concession stand
(\$350/year + cost of sign)
- Football Practice Field: These are 4' x 8' signs that face the upper parking lot by the field house
(\$200/year + cost of sign)
- Baseball Field: These are 4' x 8' signs placed on the outfield fence that face the infield
(\$200/year + cost of sign)
- Softball Field: These are 4' x 8' signs placed on the outfield fence that face the infield
(\$200/year + cost of sign)

Material (costs are estimated)

- RENEWAL (Hang current sign, unless replacement noted below)
- CorX (~\$100) Aluminum (~\$200)

Term Length

- 1-year 2-years (10% off advertising fee) 3 years (20% off advertising fee)

Email your design to rsjeffery@lakelandsd.org. Make sure the aspect ratio of your design is 2 to 1

**All options require full payment upon approval. Checks should be made payable to "Lakeland School District", with "Advertising" on the memo line. All applications should be submitted to the attention of R. Scott Jeffery at Lakeland School District Office, 1355 Lakeland Drive, Scott Township, PA 18433.*

OFFICE USE ONLY

Date Submitted: _____

Renewal Year: _____

(Location Cost = _____ x Term Length = _____) - Term Discount = _____ + Cost of Sign = _____ =

Total Amount Due = _____

Approved by Superintendent