

# Harris County Department of Education

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## Marketing Opportunities

Products and Services



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**Always HCDE.**

6300 Irvington Blvd. | Houston, Texas 77022 | 713-694-6300 | [www.hcde-texas.org](http://www.hcde-texas.org)

2009 Online Advertising Opportunities	Cost															
<p>1. <b>eMarketplace</b> (Access through the HCDE Web site)            Place your vendor name and logo on the eMarketplace page of the HCDE Web site. Your vendor name will be hyperlinked to your Web site. The eMarketplace is accessible via:</p> <ul style="list-style-type: none"> <li>• the Programs and Services drop-down menu and</li> <li>• the Quicklinks section on the homepage of the HCDE Web site.</li> </ul> <p> <input type="checkbox"/> 1 month (\$500)      Starting Date:_____      Ending Date:_____             <input type="checkbox"/> 3 months (\$1,000)      Starting Date:_____      Ending Date:_____             <input type="checkbox"/> _ months (\$      )      Starting Date:_____      Ending Date:_____         </p>	_____															
<p>2. <b>eNewsletter</b>            HCDE's eNewsletter Tuesday Bulletin is sent via e-mail to over 6,500 recipients across the state. The Tuesday Bulletin runs from early September through the end of May.</p> <p>Vendors have the opportunity to promote their programs/services every week with</p> <ul style="list-style-type: none"> <li>• an approved full-page flyer in the eMarketplace section of the Tuesday Bulletin or</li> <li>• a hyperlinked listing on the eMarketplace section of the Tuesday Bulletin.</li> </ul> <p>Note: Statistics show that on average, between 9 - 10 percent of people who are sent promotional e-mails actually open them. Reports show that the Tuesday Bulletin is within that range.</p> <p> <input type="checkbox"/> 1 week (\$200)      Starting Date:_____      Ending Date:_____             <input type="checkbox"/> 3 months (\$700)      Starting Date:_____      Ending Date:_____             <input type="checkbox"/> _ weeks/months (\$      )      Starting Date:_____      Ending Date:_____         </p>	_____															
2009 Print Advertising Opportunities	Cost															
<p>3. <b>HCDE Professional Development Catalog</b></p> <p>Promote your programs and services in the HCDE Professional Development Catalog. Five-thousand copies are printed for each of the Fall/Spring and Summer/September Catalogs. Copies are issued to 26 school districts and all private and charter schools in Harris County. The remaining catalogs are distributed at state conferences where HCDE exhibits; during area school district site visits; and at professional development sessions throughout the year.</p> <table border="0"> <thead> <tr> <th>Ad Size</th> <th>Black and White</th> <th>Full Color</th> </tr> </thead> <tbody> <tr> <td><input type="checkbox"/> Inside Back Cover (7.7"x10.3")</td> <td>1 Full Page \$ 1,050</td> <td>1 Full Page \$ 1,300</td> </tr> <tr> <td><input type="checkbox"/> Inside Front Cover (7.7"x10.3")</td> <td>1 Full Page \$ 1,050</td> <td>1 Full Page \$ 1,300</td> </tr> <tr> <td><input type="checkbox"/> Square Back Cover (5.2"x5.2")</td> <td>1/3 Page \$ 560</td> <td>1/3 Page \$ 700</td> </tr> <tr> <td><input type="checkbox"/> Vertical Back Cover (2.3"x10.3")</td> <td>1/3 Page \$ 560</td> <td>1/3 Page \$ 700</td> </tr> </tbody> </table>	Ad Size	Black and White	Full Color	<input type="checkbox"/> Inside Back Cover (7.7"x10.3")	1 Full Page \$ 1,050	1 Full Page \$ 1,300	<input type="checkbox"/> Inside Front Cover (7.7"x10.3")	1 Full Page \$ 1,050	1 Full Page \$ 1,300	<input type="checkbox"/> Square Back Cover (5.2"x5.2")	1/3 Page \$ 560	1/3 Page \$ 700	<input type="checkbox"/> Vertical Back Cover (2.3"x10.3")	1/3 Page \$ 560	1/3 Page \$ 700	_____
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<p><b>Publication and Insertion Dates</b>          Fall/Spring Catalog                      <b>Order Due:</b> May 10, 2010   <b>Art Due:</b> May 31, 2010          Spring/Summer/Sept Catalog           <b>Order Due:</b> Jan 11, 2010   <b>Art Due:</b> Feb 1, 2010</p> <p><b>Artwork Requirements</b></p> <ul style="list-style-type: none"> <li>• All digital color and grayscale artwork must be supplied at 300 dpi. High-resolution PDF, EPS, TIFF and JPEG files are accepted. Submitted ads must be 100 percent correct. All screen and printer fonts as well as linked images must be supplied if not embedded in the file. No CorelDRAW files accepted.</li> <li>• Images from the Web are not suitable for printing.</li> <li>• Advertising invoiced upon publication and due within 30 days. Cancellations after closing date are billed the full amount.</li> <li>• HCDE reserves the right to refuse any advertisement.</li> <li>• Position may be requested but is not guaranteed.</li> <li>• Advertising copy must be camera-ready, fulfill mechanical requirements and meet deadlines.</li> </ul>		
<b>2009 Internal Advertising Opportunities</b>		<b>Cost</b>
4. <b>Booth at Annual Staff Meeting only</b> Over 1200+ employees attending the annual meeting	(\$300)	
5. <b>Booth at All HCDE Employee Events</b> Annual Staff Meeting; New and Returning Staff Orientation; Fall Festival; Chili Cook-off; and Health and Fitness Month	(\$800)	
6. <b>Flyers in HCDE Event Packets</b> New and Returning Staff Orientation Health and Fitness Fair	(\$700) (\$100)	
<b>2009 External Advertising Opportunities</b>		<b>Cost</b>
7. <b>Become a Cooperative Vendor</b> Vendors interested in the Purchasing Cooperative will have to compete in a formal bid process. When a bid for your specific commodity becomes available, a proposal may be submitted. Initial here if you would like to be contacted about bid opportunities. For more information contact Derek Gillard at dgillard@hcde-texas.org or at 713-696-0786.		
8. <b>Booth at Division Event</b> Booth availability at the R.T. Garcia Early Childhood conference (ECWC) held in late January.	(Cost based upon event)	
9. <b>Conference Program Advertisements</b> Ad in the ECWC Program Ad in the Summer Best Practices Conference Program	(Cost: TBD)	

<p>10. <b>Event Sponsorship</b> (Cost: TBD)  Contact appropriate division director. Cost will be determined through the division and approved by the marketing approval committee.</p> <hr/>	
<p>11. <b>Program/Product Information Sessions</b> (\$1000)  Marketing manager will arrange for the space and notify participants through existing sources for a 2-hour session.</p> <hr/>	
<p>12. <b>Cooperative for After-School Enrichment (CASE) Vendor Coalition</b></p> <ul style="list-style-type: none"> <li>• \$650 annually</li> <li>• Reduced registration fee for the Annual Partnership Fair (\$50 off registration, 30 percent discount on additional set-up items) and special designation in the vendor guide.</li> <li>• Exclusive opportunity to be a vendor sponsor at up to five monthly collective meetings.</li> <li>• Subscription to CASE's quarterly newsletter compiling information on RFP's, open bids and areas of need throughout Harris County (beginning July 2009).</li> <li>• Exclusive advertising opportunity for coalition members to be highlighted in monthly communications to after-school sites, organizations and coordinators.</li> </ul> <hr/>	
<p><i>For additional information on any of the advertising opportunities listed, please contact Noemi Lopez at 713.696.8204</i></p>	
<p><b>Total Cost of Services</b></p> <hr/>	
<p><b>Advertiser Information:</b>  Contact: _____ Company: _____  Address: _____ City: _____ State: _____ Zip: _____  Fax: _____ Phone: _____ Email: _____</p> <p><b>PLEASE SIGN AND FAX OR MAIL TO:</b>  Noemi Lopez 713.696.8204 or at nlopez@hcde-texas.org  Harris County Department of Education, 6300 Irvington Blvd., Houston, Texas 77022</p> <p>I have read and agree to all the terms of the rate sheet and this contract as they apply to my company.</p> <p>Signature: _____ Title: _____ Date: _____</p> <p><b>I have the authority to bind the above named company to this contract.  Signing this contract commits the vendor to all of the identified services.</b></p> <div style="display: flex; justify-content: space-between; align-items: center;">  <p><a href="http://www.hcde-texas.org">www.hcde-texas.org</a></p> </div>	