Examining Digital Sponsorship Programs
WHO WE ARE

Your Specialty Targeted Advertising Partner

School Revenue Partners, formally known as News for My School. SRP helps school districts around the country find sponsors for their digital, print, and other communication channels.

JSJD Media also operates Association Revenue Partners. ARP specializes in delivering non-dues revenue to the specialty trade industry. ARP currently specializes in the Education and Medical verticals.

The JSJD executive leadership team has 30 years of experience in digital media, previously leading large sales divisions for major digital publishing companies.

1. Experienced Sales
   Association and Local Business specific experienced digital ad sales team

2. Friendly Service
   High quality of service provided to Associations and Vendors

3. Attractive Design
   Our design team handles all graphic coordination

4. Service Category Billing
   Full service billing and collections department
GREAT OPPORTUNITY

Comprehensive Sponsorship Programs

Your School District Can Lead The Way

Native and Programmatic advertising solutions can revolutionize the member and vendor experience for your community.

Native Website
Utilize your website to generate additional revenue

eNewsletters
Increase engagement with your community members and gain new advertising revenue

Other Opportunities
Leverage your web traffic to generate additional revenue stream
Your Customers &
‘The Internet of ME’

If you could promote your message to anyone, anywhere, who and where would it be?

The need exists to provide multiple routes of access to your community members in order to connect with you.

‘Their Internet’ is the idea that everyone will connect to web based content in their own way, and as a brand you need to try to accommodate as many methods as possible.

With proper guidance from an experienced team, you can leverage technology to increase revenue for your district.
**Website & eNews**

Practical tips for local advertising

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**eNews**

A great way to reach the inbox of local families and brand yourself a partner

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**Native Web**

Be seen by your local community as they visit their district website

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**Mobile Delivery**

Format for mobile optimized delivery of your publication

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**Readability is key**

Consistent, clean formatting will keep your readers wanting more

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**You should hit ‘Send’**

Content delivered directly from the Association will have higher engagement

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Website & eNews

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The Opportunity
How can new technology enables new and repeat customers

Why Programmatic?

**HOW PROGRAMMATIC ADVERTISING HELPS SCHOOLS & BUSINESSES**

We’ve all seen it....

Whether we’re looking for a new car or that new pair of shoes, websites we have visited start following us around our ‘Internet’. We are now being served advertising content based upon our browsing, search, and website visit history. Brands have identified we are most likely in the buying cycle, and thus are more apt to respond positively to their message. Companies are recognizing the need to market to clients well beyond their own websites and pursue potential customers into ‘Their Internet’.

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The Business Benefits of Programmatic

Provide your company an opportunity to stay top of mind

1. **Bring back prospects**
   Bring back community members who have shown interest in your schools by visiting your website

2. **Identify new customers**
   Place your company message in front of potential customers at the right time, when they are in the active buying cycle

3. **Stay top of mind**
   Show your company message to prospective customers who have shown an interest in your brand

4. **Target Geographically**
   Ensure that your message is only being seen in geographical areas that make sense for your company
The Opportunity
Programmatic Affinity Program

YOUR SITE HISTORY

SITE RETARGETING

Increase Lead Conversion
Identify someone who has shown an interest in your business and bring them back by staying top of mind post visit.

Example: You visit the Nike.com website and then you start seeing display ads for Nike shoes.

1. 97%
The percentage of site visitors will leave without taking any action after visit

2. Repeat Visit
Places ads in front of visitors who come to your site while they are browsing other sites to bring them back
The Opportunity
Programmatic Affinity Program

YOUR SEARCH HISTORY
SEARCH TARGETING

Drive new traffic
Place display ads in front of people who have shown an interest or intent in a brand based upon their past searching history.

Example: You search for running shoes, and then you begin seeing advertisements for Nike running shoes.

1. Branded Search Increase
Retargeted ads, according to comScore, leads to a 1046% increase in branded search

2. Budgets
1 in 5 marketers now has a dedicated yearly budget for retargeting
Programmatic Ad Retargeting

What is an example of programmatic ad retargeting?
Contextual Targeting

Context is Key
Contextual targeting ensures each ad is selected based upon the content that a user is currently viewing.

Example: You are reading about the top 10 running shoes for beginners, and then begin to see advertisements for Nike running shoes.

Right Time
Sites and advertisers work together to show the right ad in front of the right customer at the right time.

High Conversion Rates
Consumers see advertisements based on subject they are already interested in, some as high as a 70% increase in conversion.
Contextual Targeting

Present your message when a user is actively researching products or services you offer.

Contextual Targeting

Showing the right ad to the right user at the right time.
The Opportunity
Programmatic Affinity Program

PROXIMITY BASED
GEO TARGETING

Proximity for results
Define geographic segments and place display ads in front of people who have entered, or reside within specific geographic locations.

Example: You live within 100 miles of a Nike store, and that store to show your advertisements based upon your close proximity.

Better Results
Campaigns with relation to geography have CTR%’s 2x higher than industry averages according to the LSA

Consumer Desires
70% of consumers are willing to share their geographic location in exchange for something of perceived value
The Opportunity
What is Programmatic Advertising?

PROXIMITY BASED
GEO FENCING

Highly Targeted Location Based
Draw an invisible ‘fence’ around a particular location to earn the ability to place mobile messaging in front of consumers who walk within the ‘fence’.

Example: Nike could ‘fence’ a marathon, to identify mobile devices that enter the marathon area, and begin to show their advertisements to mobile devices that entered the ‘fence’.

Industry Feeling
72% of brand communicators feel that geo fencing can be beneficial for their businesses

Consumer Desires
52% of consumers are willing to sign up for location based communications that produce deals and offers
EVERYONE IS MOBILE
MOBILE PHONE TARGETING

We are well past the mobile tipping point. It’s no longer a case of asking if mobile is important, it is determining a smart strategy to meet your customers where they are.

2.8
Mobile Screen Time Daily Hours

40.5
2016 Mobile Ad Spend Billion
Implementation Guide

Easy setup and implementation for fast results.

**Geographic Targeting**
Define geographic areas that your business focuses on.

**Search Targeting**
Define keywords that are important to your business.

**Contextual Targeting**
Identify core customer base and related sites.

**Site Retargeting**
Place tracking pixel on practice website.
*Only required if running site retargeting.

**New Customers**
New customers come and schedule appointments with your sales team!

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We provide all clients with custom graphics.

Create Compelling Campaigns

We provide graphic creation to our clients to ensure appropriate messaging, content, and graphics. Developing multiple ad sizes ensures that the sponsor messages are delivered.

All associations and school districts retain full editorial control of their content.
So what is our role?
How we help businesses meet and retain customers

1. **CAMPAIGN Setup**
   This process includes building of campaign with publishers, defining regions, keywords, and content

2. **CUSTOM Graphics**
   We provide graphic design services that you own and can reuse as needed

3. **DETAILED Reporting**
   Detailed reporting to show successes of your campaign

4. **CAMPAIGN Management**
   We manage your campaign monthly to adjust resources where they are most effective based on data and reporting.
Power On
Benefits for School Districts

1. **Mobile Engagement**
   Lead the community and vendors down the mobile path for sustained success

2. **Limited Effort**
   Most district partners communicate they spend about 10 minutes a month on the partnership

3. **Revenue Generation**
   Districts can utilize additional revenue for new or existing district initiatives
Revenue Generation
District Examples for Revenue Possibilities

1. Pearland ISD - Texas
   - 22,000 Students
   - eNews and Website

2. Arlington ISD - Texas
   - 63,000 Students
   - eNews

3. San Marcos - California
   - 20,000 Students
   - Website
Questions
Most common questions answered by your peers

- What SRP programs are you using?
- How long did it take to setup?
- How much time does the program take?
- How long have you been a partner?
- What do you use the revenue for?
- What is your favorite thing about SRP?
- What is your advice for your peers?
- Have you had community push back?
Partner Responses
Ask for references to view a full list of partners

Our PARTNERS are just that, partners.

We enjoy shared successes.

Charles Woodruff - AASA
• “AASA is excited about our partnership with ARP. They bring a new level of energy and creativity to our advertising and sponsorship programs. Also, the opportunity for our member school divisions to share in the revenue is huge. We anticipate a long rewarding relationship with ARP”.

Andrea Shelley – CFB ISD - TX
• “We were provided an uncharted avenue for revenue generation. With the money raised, our team was able to withstand cuts to our communication budget and have the revenue to implement new initiatives”.

Dr. Randy Reid – Keller ISD
• “It has been a privilege to work with School Revenue Partners for the past five years. Their enthusiasm and professionalism is second to none, and they continue to be at the forefront of marketing opportunities that in turn benefit Keller ISD. SRP’s services give us the ability to offer additional funding support in a number of creative ways for campuses, programs, teachers, and students. We’ve been extremely happy with the success of this partnership; they are a true asset to this District”.

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THANK YOU

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