

Pattonville Advertising Guide



The Pattonville School District permits a limited forum for distributing or posting information from outside organizations and businesses. The director of school-community relations (Mickey Schoonover) must approved all materials prior to the items being posted or distributed in Pattonville schools or on its Community Resources for Families website. Pattonville Board Policy KI/KJ (Public Solicitations/Advertising in the Schools) allows the following:

Nonprofit organizations

Option 1 - Stacks of flyers posted in schools

Any time during the school year, approved flyers may be placed in areas of the school designated for non-school sponsored activities for individuals to pick up as they wish. Submit an application form (see last page), sample flyer and copy of 503c tax-exempt letter (as proof of non-profit status) to Mickey Schoonover, director of school-community relations, for approval via email (mschoonover@psdr3.org). The disclaimer shown in the box at the bottom of the application form must be placed on all flyers to be posted. Once the flyer is approved, the applicant may deliver the materials to the schools.

Option 2 - Flyers delivered to parents electronically and posted online

Pattonville distributes flyers electronically through a partnership with Peachjar. To request flyer approval, visit www.peachjar.com. Register as an Enrichment Provider (account type). Upload your flyer for approval. Your flyer will be automatically submitted to Pattonville for approval. You must provide proof of tax-exempt status while registering with Peachjar. All flyers submitted for approval must have the following disclaimer printed on the flyer: "The (insert your organization's name) is independent of and not affiliated with nor sponsored by the Pattonville School District or the Pattonville Board of Education. The views, opinions and programs of the (insert your organization's name) therefore do not necessarily represent those of the Pattonville School District." Once approved, your flyer will be emailed to all parents and posted online. Peachjar charges a fee for this service that is typically much less than the cost to copy and deliver paper flyers to each school. **Do not** fill out the application form in this document.

Option 3 - Flyer packet delivered to elementary students only

Approved flyers may be included in a packet delivered to more than 3,000 elementary students once a month during the school year. Packets will be printed in black and white by the Pattonville printing department, with the participating non-profit organization paying printing costs (\$83.60 for one side, \$147.60 for two sides). Payment must be received before flyers will be printed and included in the packet. Submit application form (see last page), sample flyer in PDF form, copy of 503c tax-exempt letter (as proof of non-profit status) to Mickey Schoonover, director of school-community relations, for approval via email (mschoonover@psdr3.org). Mail or deliver payment to the Pattonville School District, c/o Mickey Schoonover, 11097 St. Charles Rock Road, St. Ann, MO 63074. The disclaimer shown in the box at the bottom of the application form must be included on all flyers to be distributed. The director approves materials and sends packet materials to the print shop for printing and delivery to schools. This year's schedule for flyer packets is shown at right.

Deadline to submit flyer and payment	For delivery to schools the week of
Aug. 17, 2015	Sept. 1, 2015
Sept. 14, 2015	Sept. 28, 2015
Oct. 5, 2015	Oct. 19, 2015
Nov. 9, 2015	Nov. 23, 2015
Dec. 1, 2015	Dec. 14, 2015
Jan. 4, 2016	Jan. 19, 2016
Feb. 8, 2016	Feb. 22, 2016
Feb. 22, 2016	March 7, 2016
April 4, 2016	April 18, 2016
May 2, 2016	May 16, 2016

Option 4 - Article on Pattonville's Active Kids Community Resources Website

Non-profit organizations may submit information online for possible inclusion on this website. Simply go online at www.psd3.org/community and fill out the form on the "Community Events" link. Email a copy of your 503c tax-exempt letter to mschoonover@psdr3.org. The director approves content and posts it online.

For-profit businesses or Unofficial Nonprofits

NOTE: Any organization without official tax-exempt status from the state or federal government will be governed by the options for for-profit businesses.

Option 1 - Stacks of flyers posted in teacher workrooms

Approved flyers may be placed in the teachers' workroom for staff members to pick up as they wish. Submit an application form (see last page) and sample flyer to Mickey Schoonover, director of school-community relations, via email (mschoonover@psdr3.org). The disclaimer shown in the box at the bottom of the application form must be placed on all flyers to be posted. The director approves materials, notifies applicant of approval and notifies schools where the flyers may be placed. Applicant delivers materials to schools.

Option 2 - Listing on Pattonville's Active Kids Community Resources Website

Vendors, organizations or individuals that offer specialized instructional resources that directly relate to Pattonville's curriculum or support extended learning beyond the classroom (private tutors, camps, etc.) may apply to have information posted on this website. Simply go online at www.psd3.org/community and fill out online form on the "Vendors/Specialized Instruction" link.

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Pattonville organizations or governmental agencies

Option 1 - Flyers distributed to students

Approved flyers may be distributed to students any time during the school year. Submit application form (see last page) and sample flyer to Mickey Schoonover, director, via e-mail (mschoonover@psdr3.org). Disclaimer shown in the box at the bottom of the application form must be placed on all flyers to be distributed. The director approves materials, notifies applicant of approval and notifies schools that flyers have been approved for distribution. Applicant delivers materials to schools.

Option 2 - Flyers delivered to parents electronically and posted online

Pattonville distributes flyers electronically through a partnership with Peachjar. Pattonville organizations such as PTA/Os and booster clubs should work with their building principal to upload flyers through school-based accounts at no charge. Governmental agencies should visit www.peachjar.com. Register as an Enrichment Provider (account type). Upload your flyer for approval. Your flyer will be automatically submitted to Pattonville for approval. You must provide proof of tax-exempt status while registering with Peachjar. All flyers submitted for approval must have the following disclaimer printed on the flyer: "The (insert your organization's name) is independent of and not affiliated with nor sponsored by the Pattonville School District or the Pattonville Board of Education. The views, opinions and programs of the (insert your organization's name) therefore do not necessarily represent those of the Pattonville School District." Once approved, your flyer will be emailed to all parents and posted online. Peachjar charges a fee for this service that is typically much less than the cost to copy and deliver paper flyers to each school. **Do not** fill out the application form in this document.

Option 3 - Flyer packet delivered to elementary students only

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Option 4 - Article on Pattonville's Active Kids Community Resources Website

Organizations or agencies may submit information online for possible inclusion on this website. Simply go online at www.psd3.org/community and fill out the form on the "Community Events" link. The director of school-community relations approves content and posts it online.

For more information

Mickey Schoonover or Kelly Gordon
Pattonville School Community Relations
mschoonover@psdr3.org or kgordon@psdr3.org
(314) 213-8025 • (314) 213-8625 (fax)
Pattonville Active Kids Community Resources Website:
<http://www.psd3.org/community>



Pattonville School District

Application for Authorization to Announce, Post and/or Distribute Materials to Students

I. Application

All organizations must complete the following information for the superintendent or superintendent's designee to approve materials to be posted and/or distributed to students in the Pattonville School District

Name of your organization _____

Address _____

City/State/Zip Code _____

Telephone(include area code) _____ Fax(include area code) _____

Is your organization non profit or for-profit ?
(Required – attach a copy of your 503c tax-exempt letter if non-profit.)

Submitted by (your name and position) _____

Your e-mail address _____

Topic of flyer _____

Locations: Districtwide Individual school(s) Employees only Monthly Elementary Packet

Specify individual schools _____

You must attach a copy of materials you want posted or distributed to Pattonville students and/or employees. Send your materials to Mickey Schoonover via e-mail at mschoonover@psdr3.org, via fax at (314) 213-8625 or mail them to her at Pattonville School District, 11097 St. Charles Rock Road, St. Ann, MO 63074.

II. Agreement

I understand that all materials to be announced or posted must be limited to the following information: name of organization and/or activity, meeting time, location, cost of participation, contact person and phone number for more information. Materials may also list a brief, factual listing of activities that will take place at the event. Written announcements must be printed on a sheet of paper no larger than 8 1/2 by 11 inches. I understand that all materials to be announced, posted or distributed to students or staff in the Pattonville School District must contain the following disclaimer:

The (insert your organization's name) is independent of and not affiliated with nor sponsored by the Pattonville School District or the Pattonville Board of Education. The views, opinions and programs of the (insert your organization's name) therefore do not necessarily represent those of the Pattonville School District.

Today's Date

Your Signature