



ONLINE ADVERTISING, PARENT E-NEWSLETTER

Reach the parents of Albuquerque Public Schools with targeted messaging in the APS Parent/Community Newsletter.



ALBUQUERQUE PUBLIC SCHOOLS

- ◆ Largest school district in New Mexico with 142 schools
- ◆ 31st largest school district in United States
- ◆ Over 92,000 students
- ◆ Total market population of 675,976 people
- ◆ 13.95% of the population attends Albuquerque Public Schools
- ◆ Located in Bernalillo County
- ◆ Annual advertising opportunity
- ◆ Full banner 728h x 90v clickable ad
- ◆ Ability to change creative every month
- ◆ Reaches estimated 70,000 parents per issues
- ◆ **Cost: Only \$500 per insertion**
- ◆ **\$1,500 per month (4 insertions)**
- ◆ **\$4,000 for 12 insertions (3 months)**

Reach an estimated 70,000 parents directly using marquee placement in the Albuquerque Public Schools Community E-Newsletter. With targeted messaging on the Parent/Community Newsletter sent out to 69,522 parents weekly, there's no better way to reach such a large and targeted audience (at only a fraction of the cost of traditional media.)

Banner will be a 728h x 90v clickable ad at the top of the newsletter.

Your message can be changed every month and you can now directly reach parents without wasting marketing dollars...



APS news is a weekly electronic community newsletter produced by the Albuquerque Public Schools Communications Office. Know an APS parent or stakeholder who isn't receiving this newsletter? Encourage them to [sign up](#) online. We welcome your comments and suggestions. You can contact us at communityrelations@aps.edu.



News

[Thursday is the Last Day of School for APS Students](#)

Schools will dismiss between 11:30 a.m. and 1 p.m.

[Students Go Back to School on Aug. 13](#)

Teachers return on Aug. 6. Students on the alternative calendar return July 23.

[Summer School](#)

We're offering several programs for students this summer. Visit our summer school site for descriptions, eligibility, dates and locations.

[APS Posts Videos of the 2014 Graduation Ceremonies](#)

Videos of the commencement ceremonies are now available online.

[APS Hosted Special Education Forum on Monday](#)

More than 100 people attended the meeting to learn more about the latest ruling affecting state and federal funding for special education in New Mexico's public schools.

Albuquerque Public Schools is represented by Tebo & Associates. For more information, contact us: www.tebopartnerships.com, Brian Siatkowski, (410) 960-1089, Brian@tebopartnerships.com