

# MAPSA

## DIGITAL SPONSORSHIP

### MAPSA

Michigan's charter school association, represents a statewide movement of charter school stakeholders. We provide resources to support the shared challenges of Michigan charter stakeholders while also facilitating public support for the movement through strategic branding and government relations.





## About MAPSA

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MAPSA, Michigan's charter school association, represents a statewide movement of charter school stakeholders. We harness the power of our charter community through direct and digital grassroots engagement, identifying their shared challenges and developing resources that support their work. We facilitate public support for the movement by utilizing our effective legislative and media avenues to build positive government relations and give the charter community a voice on issues that impact our students and educators.

## MI charter schools

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Charter schools are operated under autonomous school boards, allowing site-based purchasing decisions to easily be made. Charters are unique in that they are able to choose providers to partner with on a variety of services versus solely relying on an intermediate school district or layers of bureaucracy for support and products. Management companies, or educational service providers, are a common support for many charter schools, adding necessary capacity to execute both business and academic operations. Each charter school is held accountable to an authorizer by their autonomous school board. It is the culmination of these multiple stakeholders that allows charter schools to operate autonomously to continue to offer educational choice to parents and students.



# WHY DIGITAL ADVERTISING?

Consumers are in digital spaces. It's where they discover new products and organizations; it's where they communicate to one another about those products and organizations. Utilizing digital advertising on a social media channel drives word-of-mouth marketing as it creates easy avenues of content sharing electronically. But that's not all. With digital mediums, you can know exactly how many people are seeing your ad and how many times they felt compelled to click on it. These unmatched analytics ensure that you can justify every dime you spend, and see the results in action.

## WHY ADVERTISE WITH MAPSA?

MAPSA has unique and strong relationships with tens of thousands of charter school professionals in Michigan. From management companies, to authorizers, to school leaders, teachers, board members and other advocates, we can guarantee direct exposure to the niche market that is Michigan charter schools. Some analytics:

Annual website traffic

85,000+ unique website pageviews

Total engaged social media audience

7,545 social channel followers

Total engaged email subscriber list

31,000 active email subscribers

# *digital advertising* **OPPORTUNITIES**

## **PREMIER PACKAGE**

### Digital branding campaign package

**\$3,500**

Maximize your brand visibility by participating in one on MAPSA's strategic branding campaigns. Throughout the year, we elevate groundbreaking charter success stories, engaging our complete base of digital followers via email, web and social. With this package, you will receive prime visibility on social media, email marketing and website promotion alongside our feature stories for 30 days. Included in this package are:

- Your logo on our website homepage image for 30 days
- Your clickable advertisement embedded in the feature story article
- Your logo on social media posts tied to a feature story
- Your ad at the bottom of the feature story email

\*Each branding campaign has 3-6 story anchors, each of which are available for sponsorship slots. See our list of available branding campaigns for more information.

**Social visibility opportunity: 10,000 people reached per post**

**Social engagement opportunity: 550 people engaged across channels**

**Email visibility: 7,000 people engaged of a send list of over 30,000**



# *branding campaigns*

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## OCTOBER '18 - DECEMBER '18 **CELEBRATING 25 YEARS OF MICHIGAN CHARTER INNOVATION**

Over the last 25 years, Michigan charter schools have created meaningful student success by providing an engaging and empowering education journey. This campaign will highlight key feature stories in the Michigan charter school movement and utilize data and real success stories from the past 25 years.

There are 3 Premium Branding packages available with this campaign.



## FEBRUARY '19 - APRIL '19 **DRIVING PROFESSIONALISM & INNOVATION IN TEACHING**

Teachers are the core of any school's success and we want to highlight the dedicated and empowered professionals working in charter schools. This 3-month campaign will highlight the flexible innovation charter school teachers showcase each day.

There are 3 Premium Branding packages available with this campaign.



## JUNE '19 - AUGUST '19 **THE GREAT LAKES CHARTER DOCUMENTARY SERIES**

During the summer, we take scenic and vibrant road trips across Michigan to capture charter impact in our great state. Focusing on six core parent voices in different cities, this campaign will capitalize on choice and charter schools as a driver of success for Michigan families.

There are 3 Premium Branding packages available with this campaign.

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# *digital advertising* **OPPORTUNITIES**

## **GOLD PACKAGE OPTIONS**

### **School-Aid Budget Email Sponsor ( 2 )**

**\$1,000**

Every year, MAPSA calls on our core base of charter advocates to help us close the equity gap for charter students. We utilize a refined email strategy to activate our supporters to send messages to lawmakers. As School-Aid Budget sponsor, you would receive prime visibility in an average 10 email communications, which are sent to over 30,000 charter teachers, parents, school leaders, board members and more.

### **Fact Friday social media sponsor ( 6 )**

**\$750**

To dispell common and frustrating myths about charter schools, we create annual social shareable videos that help spread awareness and truth during the months surrounding the School Aid Budget cycle. Last year, the series reached nearly 12,000 users on Facebook alone, generating over 1,000 engagements, not including engagement on other social channels. As a #FactFriday sponsor, your logo would be featured in the first five seconds of one of the videos, the timeframe with the highest watch percentage on Facebook.



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# *digital advertising* **OPPORTUNITIES**

## **A LA CARTE OPTIONS**

### **Monthly newsletter email banner ad ( 12 )**

**\$500**

Market your organization, product or service with a digital advertisement at the bottom of our monthly editorial newsletter. With an email list of over 30,000 charter stakeholders, and prime engagement, we earned the prestigious All Star Award from our automated email software.

### **Website embedded ad ( 24 )**

**\$300**

Highlight your product or service with an embedded ad on one of our editorial blogs, which are published monthly. As online readers peruse an article, your ad will have prime visibility and clickability. Each editorial article receives promotion on our social media channels to enhance traffic to that page.

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*what to expect:*

# YOUR AD REPORT CARD

## *visibility report*

An overview of who saw your ad, whether that is website traffic or social media reach.

## *engagement report*

An outline of how many people clicked on your advertisement.

## *conversion report*

Based on your visibility and engagement, an outline of your rate of success, or return on investment.

## *recommendations*

As content experts in the digital space, we'll offer recommendations for improving your conversion the next time around.



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# *dimensions* & INSTRUCTIONS

If you purchased a sponsorship, please use the following guide to deliver the correct files to MAPSA. Please send all files to [gnoyola@charterschools.org](mailto:gnoyola@charterschools.org), including your organization and sponsorship selection.

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## Premier Package

- A .png file of your logo, both in full color and in white. Your file must have a transparent background
- A .png/.jpg file with your banner advertisement. We accept the following dimensions: 1200x400 pixels, 1500x500 pixels, 785x295 pixels
- A link to either your main website or to the page you want your ad to link to

## School Aid Budget Email Sponsor

- A .png/.jpg file with your banner advertisement. We accept the following dimensions: 1200x400 pixels, 1500x500 pixels, 785x295 pixels
- A link to either your main website or to the page you want your ad to link to

## Fact Friday Social Media Sponsor

- A .png file of your logo, either in full color or in white.. Your file must have a transparent background

## Monthly Newsletter Email Banner Ad

- A .png/.jpg file with your banner advertisement. We accept the following dimensions: 1200x400 pixels, 1500x500 pixels, 785x295 pixels
- A link to either your main website or to the page you want your ad to link to

## Website Embedded Banner Ad

- A .png/.jpg file with your banner advertisement. We accept the following dimensions: 1200x400 pixels, 1500x500 pixels, 785x295 pixels
- A link to either your main website or to the page you want your ad to link to