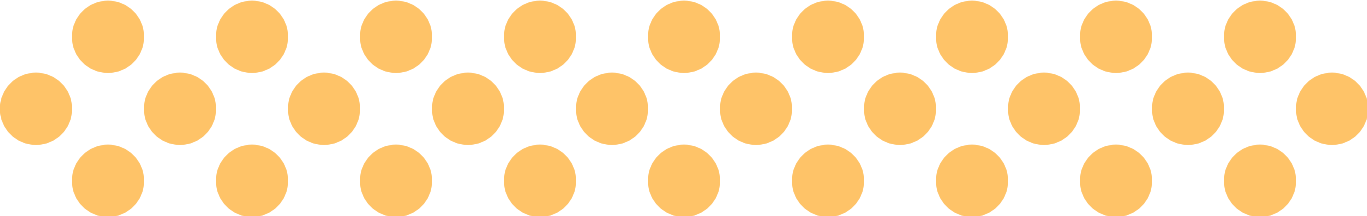
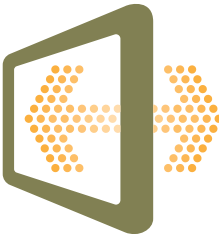


IMN MEDIAEDGE Fund-Raising System

# School Fund-Raising Guide

join > influence > benefit



# Are rising costs and shrinking budgets taking a bite out of your school's budget?

A fresh, easy way to raise funds for your school.

The IMN MEDIAEDGE Fund-Raising System creates recurring revenue from advertisers that is simpler to administer than existing ad sales, can be bundled with other district advertising opportunities, and most importantly returns many times the initial investment.

Your campus is the venue and the after school community activities you host provide the audience that local, regional and national advertisers seek.

Families with school-age children spend more than any other demographic segment buying homes, cars, insurance, clothing, electronics, services—the list goes on and on.

Influence Media Network provides a complete fund-raising kit. Your school (or PTA, etc.) makes the initial investment, sells ads, and assigns someone to approve as content. IMN handles the rest including sending you checks for your share of revenue.



## Make fund-raising easy with IMN MEDIAEDGE!

Raise money for your school with a unique application of the same technology in use by some of the nation's leading retailers. Investment in the Influence Media Network MEDIAEDGE Fund-Raising System (IMN FRS) simplifies fund-raising while providing real value to business owners who support your district rather than them simply making a donation. For the first time school districts can offer affordable reach and frequency to parents, grandparents, teachers, administrators, non-certified staff and other visitors who attend after-school events hosted by your district.

Chances are your district depends on support from sponsors and advertisers to fund numerous extra-curricular programs. In a tight economy, donations which do not measurably increase awareness, influence behavior, or increase revenue are the first to be cut from organizations' budgets. With the IMN FRS powered by MEDIAEDGE, advertisers and sponsors will see tangible results while feeling great about supporting your district. Impressive visual content displayed on high-definition digital displays delivered to a captive audience via state-of-the-art technology will beat an ad in a program hands-down any day. It is environmentally friendly too and can change if the advertiser's goals or needs change.

The IMN Fund-Raising System is powerful yet simple and easy for administrators, teachers, students, parents, advertisers, and sponsors to use. Complete kits, simple forms, plus automated online registration, content management, payment, and reporting make this the best fund-raising program your district has ever used!

## Simple. Profitable. Expandable.

Investment for the 3-Screen IMN MEDIAEDGE Fund-Raising System is very affordable which allows a return-on-investment during the first year of operation. By strategically placing your screens at key locations which are viewable by attendees of after-school events, you have a vehicle to communicate important information while providing real value to school supporters who purchase ad spots.

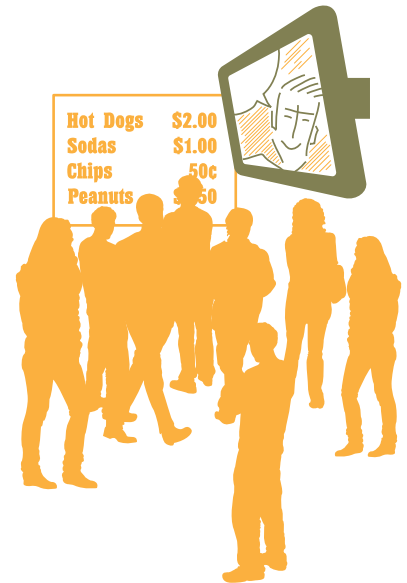
Expanding your system by adding displays dedicated to highlighting current and historical academic, athletic, and artistic excellence achieved by the district instills community pride while creating additional fund-raising opportunities to support future distinction. The possibilities are endless but could include:

- Recent or Historical Sports Highlights
- Academic Achievement Recognition
- School Hall of Fame
- Art Exhibits
- Class Projects for Journalism, Art or Media Students
- Activity/Club Highlights
- Daily Announcements and More!

## Powerful Internal Communication

The same screens whose content is designed to improve communication to patrons and raise funds after school hours can be utilized to inform, motivate, and educate students, staff, and visitors during regular school hours. Recognize achievements of students, faculty, and administrators. Share school news and information including upcoming events or deadlines. Provide directions to visitors.

You can integrate your IMN MEDIAEDGE Fund-Raising System screens into a powerful district-wide visual communication solution for daily announcements, emergency campus notification, events, classroom education, and more. The district-wide MEDIAEDGE system to keep students, faculty, staff, and visitors informed and involved can even be funded by eRate (request the IMN School, Library, and Universal Service Administrative Company Brief).



## We provide everything you need to succeed.

- **IMN Fund-Raising System (IMN FRS)**
  - Three Screen IMN FRS Starter System
- **IMN School District Specific Web Page**
- **IMN Fund-Raising System Kit**
  - Sponsor Guide
  - Advertiser Benefits
  - Ad Investment Options
  - Simple, Step-by-Step Use and Payment Instructions for Advertisers
  - IMN Ad Content Development Template/ Guide for Advertisers



## Visit us online

Learn more at our web site.  
[www.imn.me](http://www.imn.me)

## Raising Funds with IMN FRS is Simple.

Your district invests in the system, coaches or sponsors distribute fund-raising kits to students, students sell spots, you assign a program administrator to approve spot content, and of course enjoy benefitting from the new recurring revenue stream. Advertisers complete and sign the spot order form presented by students, provide and upload ad content to IMN Web site. IMN provides fund-raising kits, trains district sponsors and program administrator, assists in selling spots, enters orders turned in by district, provides advertisers ad content guidelines and instructions for uploading, sends district program administrator spot approval messages, manages and stores spot content, creates spot programming loop, updates content and schedules, collects money from advertiser, provides reports to advertisers and district, and pay district their share.

## The Spots:

- Spots display on all three screens and typically are limited to 90 eight-second spots running in a 15-minute content loop.
  - 8-second electronic poster or ‘billboard’ style spots
  - 6 spots/minute; 90 spots/loop; each plays 4 times/hour
  - 12 seconds/minute are reserved for school use or transitions
- Once school adjourns, IMN FRS screens run a single, repeating content loop up to 15 minutes long.
- During the day, you may run educational, motivational or informational content and announcements.
- Your district IMN FRS program administrator simply responds to an e-mail message to approve or deny each spot before it runs on your system.

## IMN Ad Rates:

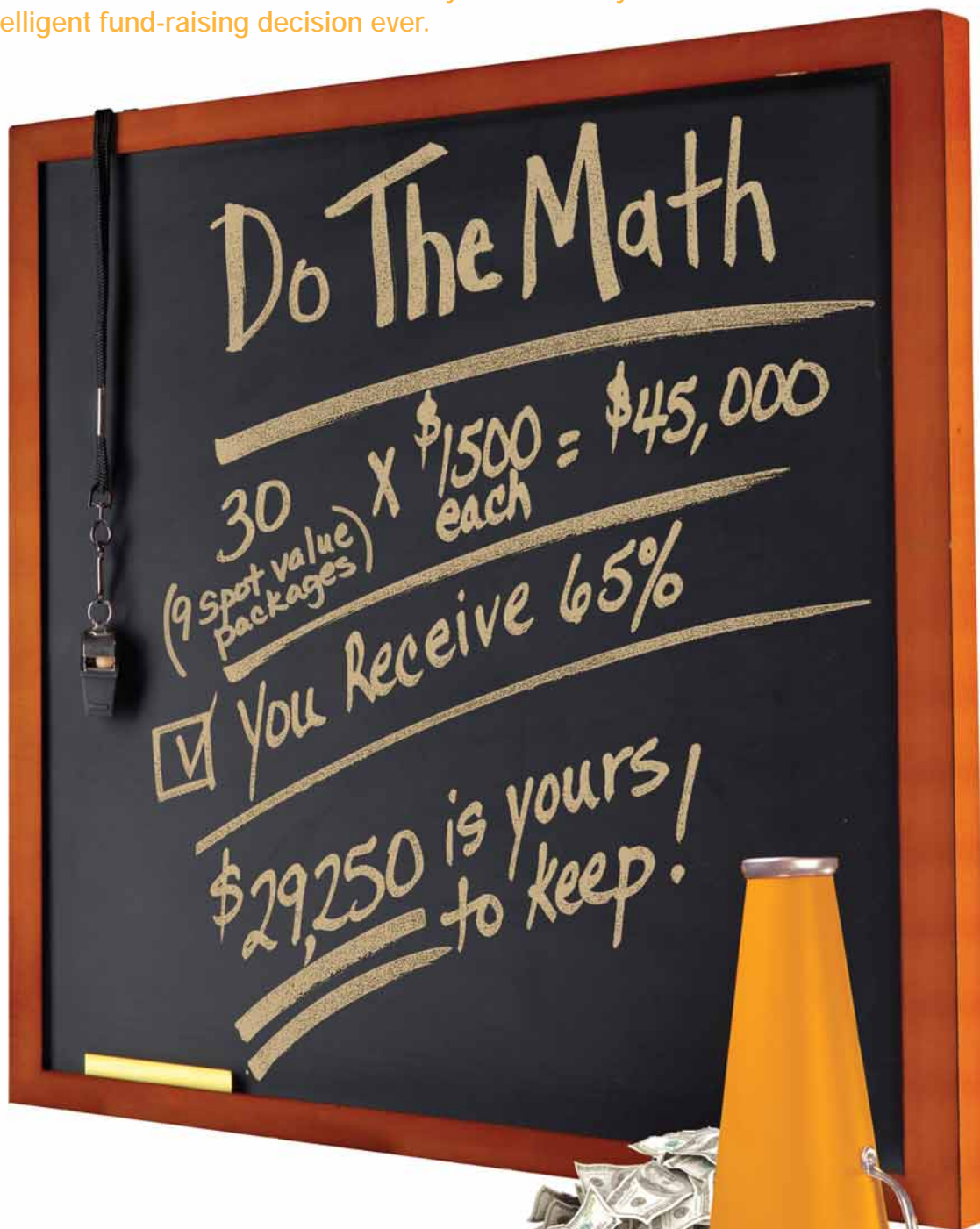
- \$250 annual investment for first 8-second spot
- \$180 annual investment for each additional 8-second spot purchased
- \$1,000/year **6-Spot Saver Package** (saves \$150)
- \$1,500/year **9-Spot Value Package** (saves \$190)
- \$1,850/year **12-Spot Supporter Package** (saves \$380)
- \$2,000/year **Video Highlight Sponsor** for academic, athletic, or arts “Screen of Fame” video-on-demand highlights. (limited to 10)
- \$2,500/year **Display Sponsor** for academic, athletic, or arts “Screen of Fame” video-on-demand highlights. (limited to 4)
- Advertisers sign agreement for 1-year term but can pay monthly, quarterly, or annually using credit card, ACH debit/bank draft, or check.
- \$140 IMN Spot Creation option for advertisers gets them a single 8-second electronic poster style ad with background, text, photo, logo, etc.

## School Benefits:

- New recurring revenue stream that is simple to manage and provides substantial additional funds to support district programs.
- Your district can utilize the screens for visual communication during normal school hours to direct, inform, educate, and motivate students, staff and visitors.
- Your district may choose to run ads from universities, colleges, vocational schools, tutors, military recruiters or other educational-related advertisers during school hours to increase revenue while providing valuable information for students.
- Your district’s share of spot revenue is 65% for ads you sell and 40% for ads sold by IMN on your behalf.
- IMN FRS Spot Order Forms have a unique code identifying your district and each individual organization within your district who participates in selling ads on your system which allows your district to insure funds are deposited in the appropriate account.
- The system can be utilized district-wide or expanded so each school has it’s own IMN FRS. The most logical expansion would be to add Academic, Athletic, or Arts “Screen of Fame” at each individual elementary, intermediate, junior, or senior high building.

Join. Become an IMN school. 

Your school's investment in IMN MEDIAEDGE System is easily the most intelligent fund-raising decision ever.



If your school sells only 30 9 Spot Value Packages to advertisers for \$1500 each, your school will receive \$29,250 annual recurring revenue.

Need even more funds? Add three additional screens to your starter system, funded by sponsors to highlight academic, athletic and artistic excellence, and annual recurring revenue from your IMN Fund-Raising System could exceed \$87,750!

With IMN fund-raising is easy, the revenue is ongoing and your school gains an effective, flexible communication tool.

Call today to set up a visit about how IMN can help your school.

Influence Media Network



toll free > 877-466-6713  
[www.imn.me](http://www.imn.me)

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