

An online advertising initiative as an alternative revenue source.



## Alternate Revenue through the EDGEclick Network

*The EDGEclick Network operates as a division of Thought Process Enterprises*

# Outline of Presentation



- Growth and development
- Defining an ad network
- Active participating schools
- Description and specific examples from our network
- Tentative Timeline
- Open discussion, questions/answers

# Growth and Development



- ▶ Our experience with digital marketing dates back to 2007 when Thought Process Enterprises (TPE, our parent company) assumed day-to-day management of an online news resource in Ellwood City that is fully funded by paid advertising. Since then, TPE has been on the cutting edge of all things digital, including web development, digital advertising, SEM, PPC, and SEO.
- ▶ This valuable experience in the digital marketing industry was necessary when TPE entered into a one-on-one consulting partnership with a Western Pennsylvania school district in Spring 2012. The Quad-A district entered into a shared income arrangement and continues to be a participating district, serving website advertisements as an alternative revenue source.
- ▶ In 2013, TPE created EDGEclick Advertising, an independent division within the organization focusing on growing the shared-revenue business model into other Pennsylvania markets through an advertising network model. We currently work with nearly 30 PA school districts and are in talks with dozens more.

# What is an Ad Network?



- ▶ An advertising network is basically a way to match publishers (in this case, school districts) to advertisers. It allows a group of publishers to attract larger advertisers with their combined reach, numerically and geographically. It also allows those publishers access to advanced reporting and delivery methods that today's advertisers require.
- ▶ Thought Process Enterprises is pleased to administer the EDGEclick network. We handle administration and maintenance of the advertising server, solicitation of advertisers, contracting, invoicing, collections, reporting, and customer service.
- ▶ As publishers, your responsibility is simply to continue doing what you do to manage your web presence. There are no operational changes necessary, just continue to publish content as you have been doing for years. The only action you will need to take once the advertisements are serving is to take the monthly commission check to the bank!

# What is an Ad Network? (graphic)



ADVERTISERS

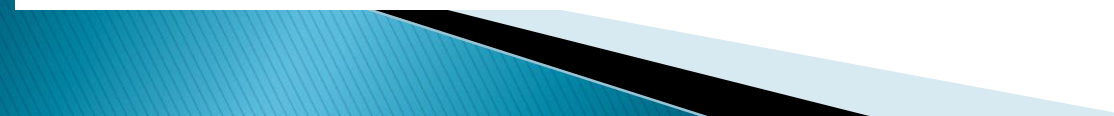
NETWORK

PUBLISHERS



UPMC

University of Pittsburgh  
Medical Center



# Active Schools



The following Pennsylvania schools are currently serving advertisements as a result of participation in the network. We have also contracted with additional districts who are in different stages of implementation



▶ Ambridge



▶ Erie City



▶ New Brighton



▶ Apollo Ridge



▶ Freedom Area



▶ North Hills



▶ Bethel Park



▶ Indiana Area



▶ Rochester



▶ Butler



▶ Homer Center



▶ Seneca Valley



▶ Central Valley



▶ Karns City Area



▶ South Butler



▶ Ellwood City



▶ Marion Center



▶ Upper Darby

For a full list of participating schools, please visit <http://edgeclick.net/participating-districts-2/>



# Live Site Examples



**ACADEMIC SKILLS**

**Huntington.**  
Your Tutoring Solution  
CRANBERRY TWP. 724-776-6767

Select a School: ▼

Translate this page: ▼

Sign In Register

## Seneca Valley School District

Proud of the past, committed to the future.

Menus
Calendar
SV Portal

Go

Home
Academics
Athletics & Activities
Departments
Our District
School Board
Staff Resources
Shop

### Announcements

SV sets Kindergarten registration dates for 2014-15 school year. [Click here to learn more.](#)

SV Preschool is now taking registration applications for 2014-15. [Click here for information.](#)

The Wizard of Oz is coming to Seneca Valley! For more information or to purchase tickets to this year's musical, [click here.](#)

[2013-14 'At-A-Glance' Calendar](#)

Find us [f](#) Follow us [t](#) Watch us [v](#)

### Site Shortcuts

- Bring Your Own Technology (BYOT)
- Report Bullying with Spriggo
- Seneca Valley Academy of Choice (SV Cyber Program, Performing Arts, Visual Arts, STEM and OPT)
- Backpack Filers
- Awards & Recognitions
- Moving to Seneca Valley?
- AP & College in High School Courses
- Seneca Valley Foundation
- Strings Program
- Seneca Valley Diversity Committee
- Forms
- Superintendent's Office
- Elementary Day Calendar
- Employment Opportunities

### Headlines

You could save in Pittsburgh.

Raider Pride Newsletter  
View our December 2013 Issue

Congratulations Honor Roll Students  
District releases 2013-14 first nine weeks honor rolls

SV Wins Lip Dub  
'On Top of the World' Video named Grand Prize winner

45 Students Chosen for PMEA  
District 5 Honors Band Elite ensemble to play at Westminster College

PDE names Haine Elementary a Title I Distinguished School  
Title I scores in top 5 percent of PSSAS

**ACADEMIC SKILLS**

**SAT/PSAT & ACT PREP**

**TUTORING**

CRANBERRY TWP. 724-776-6767

District Home

Sign In Search this Site ▼

## Butler Area School District

Home of the Golden Tornado

Staff Email
Grades
Menus
Directory

Home
Our District
Schools
Departments
Athletics
School Board
Staff
Calendar

### Quick Links

- Superintendent Search Survey
- School Newspaper
- Edline
- JROTC
- Band
- Lunch Menus
- Substitute Callout Center

FINANCING AVAILABLE!

YOUTH & ADULT ATVs

### Announcements

Market Day: A portion of every purchase helps your school or community group! [Read more about this program here.](#)

Elías Driver Training School provides both a practical and realistic approach to drivers education. It's important for new drivers to be exposed to a driving program of innovative instruction by caring professionals. [Find out more.](#)

Buy a vintage Butler yearbook. The Magnet staff has editions for sale ranging from 1942 to 2011. For availability and pricing call 724-776-6767.

### Superintendent Search Survey

The Butler Area School District is conducting a Superintendent Search to find a replacement for Dr. Michael Strutt who will be retiring at the end of the 2013-2014 school year. The Search Committee would like your thoughts on the qualities that you believe are most important in the selection of a new Superintendent of Schools. You can share your thoughts by completing the Survey of Qualities Desired in the New Superintendent and/or sharing your thoughts with the Board of School Directors during Public To Be Heard at the Board meeting on February 10, 2014 at 7:30 p.m. All meetings are held at the Harrier Educational Services Center.

Complete the Survey of Qualities Desired in the New Superintendent by clicking [here](#)

### Upcoming Events

February 14, 2014  
Teacher Inservice

[View Calendar](#)

### Headlines

GTSF Brick Order Form  
A personalized brick on the "walk of fame"...

Student Insurance

Town - Country Law & Garden Center Sales Service Parts

397 Big Knob Rd, Rochester, PA  
ph: 724-774-1724  
towncountrylawngarden.com

# Live Site Examples



**ROGERS®**  
SCHOOL OF DRIVING, INC.  
412-931-9000  
www.drivingschoolpa.com

**SAVE ON AUTO INSURANCE!**  
OFFERING THE STATE APPROVED TEEN DRIVER  
EDUCATION PROGRAM WHICH MAY QUALIFY  
STUDENTS FOR LOWER INSURANCE RATES

Established 1969

**North Hills**  
SCHOOL DISTRICT  
PRIDE...TRADITION...EXCELLENCE

Quick Links >

Google Custom Search

Facebook YouTube Twitter Instagram

About Schools Academics Athletics & Activities Parents Administration School Board Alumni

**Arts Alive on May 8**

North Hills School District will host the 43rd annual Arts Alive sponsored by Linda Mizel Photography on May 8 from 5 to 9:30 p.m. at North Hills High School. The annual event celebrates the creative accomplishments of students in kindergarten through high school. Arts Alive is free and open to the community.

[Read More >](#)

**Upcoming Events**

- May 8** Arts Alive  
Friday, May 08, 2015
- May 13** NHEA Excellence Achievement Awards  
Wednesday, May 13, 2015
- May 14** Public Budget Committee Meeting  
Thursday, May 14, 2015
- May 14** Sixth-Grade Band Tour  
Thursday, May 14, 2015
- May 15** High School Drama Club Gala  
Friday, May 15, 2015
- May 15** Sixth-Grade Band Tour  
Friday, May 15, 2015

[View All Events >](#)

**District News**

**North Hills Hires New Highcliff Elementary Principal**  
North Hills School District has hired Kristina Biederback as the new Highcliff Elementary School principal. "I am extremely pleased to welcome Mrs. Biederback to North Hills School District. She is a highly qualified educator and leader, and our Highcliff students and teachers no doubt will thrive under her leadership," said Dr. Patrick J. Mammano, North Hills School District superintendent.

[Read More >](#)

**Update! No Bus Driver Strike or Interruption to Transportation Services**  
We are pleased to report that First Student, our contracted transportation provider, has reached a contract agreement with the company's 170 bus drivers, and **there will be no bus driver strike or interruption to our transportation services.**

[Read More >](#)

**North Hills Earns Seven Kelly Awards Nominations**  
North Hills High School earned seven nominations in the 26th Annual Gene Kelly Awards for Excellence in High School Musical Theater for its recent production of "Footloose."

[Read More >](#)

**Sixth-Grade Track and Field Day Takes Over Martorelli Stadium**  
A North Hills tradition continued on May 8 as sixth-graders from all four elementary schools joined together for the annual Track and Field Day at Martorelli Stadium. Participants took part in running events, softball and baseball tosses, discus and long jump among other activities.

[Read More >](#)

**National Honor Society Welcomes 78 New Members**  
The North Hills High School National Honor Society Chapter inducted 78 new members during a special ceremony on April 29. The chapter now includes 167 members.

[Read More >](#)

**New Drivers Welcome :)** [Quote now](#)

**GEICO**

**COURTYARD Marriott**  
401 West Waterfront Drive  
West Homestead, PA  
412-462-7301

Indoor pool • whirlpool  
fitness center • outdoor  
patio with bar • meeting  
facilities

**BETHEL PARK**  
SCHOOL DISTRICT

SEARCH  GO

Home Administration Schools School Board Departments Contact Us Employment BPSD Staff Area

**Bethel Park School District**  
301 Church Road  
Bethel Park, PA 15102  
Main Phone: 412-833-5000  
Info Lines: 412-354-9407

**Our Mission**

To lead an educational partnership with the Community, maintaining an environment that challenges all students to reach their potential as lifelong learners and responsible members of society.

**About Us**  
Learn more about our district

**Edline**  
Stay in touch with Edline

**District News**  
See what's happening

**Athletics**  
Teams, schedules & more...

**Email Newsletter**  
Sign up to receive updates

**Photo Galleries**  
View students and activities

**Staff Directory**  
Search by Building

**Welcome to the Bethel Park School District**

**Latest News**

**Kennwood Tickets On Sale April 29**  
Kennwood will sell tickets in Bethel Park on Wednesday, April 29. A limited supply will also be on sale at the Administration Building while supplies last.

[Read More...](#)

**Changes to the 2014-2015 Calendar**  
Please click here to learn about some important changes to the 2014-2015 school calendar.

[Read More...](#)

**Arts Festival Scheduled For May 30**  
You are invited to attend the Art Festival that will be held at Bethel Park High School on May 30.

[Read More...](#)

**Kindergarten Orientation Dates Set For May**  
Kindergarten orientation for the 2015-2016 school year will be held in May.

[Read More...](#)

**Bethel Park Among "Best School Districts For Your Buck" In PA**  
NerdWallet named Bethel Park the 18th Best School District For Your Buck in Pennsylvania.

[Read More...](#)

**BPSD Cafeterias Ranked Among Tops In Nation**  
Niche.com ranked the Bethel Park School District cafeterias among the top 100 school cafeterias in the nation.

[Read More...](#)

**Follow the BPSD!**

Follow the Bethel Park School District on Facebook!

Follow the Bethel Park School District on Twitter!

Follow the Bethel Park School District on Google+

LinkedIn Follow 601

**Quick Links**

2014-2015 Calendar  
Revised by the Bethel Park Board of School Directors on February 24, 2015 to reflect that Thursday, April 2; Monday, April 6 and Tuesday, May 19 are now Snow Make Up Days. Other changes include the Third Grading Period End Date is now March 26; the Teacher Records Day is March 27 and the Fourth Grading Period begins on March 30.

2014-2015 BPSD and Municipality Calendar

2015-2016 Calendar

BP Chronicles

April 2015 Highlights

**CCAC OPEN HOUSE**

**Tuesday July 14**

Become a college student in just one day!



# How (and how much) Do We Get Paid?

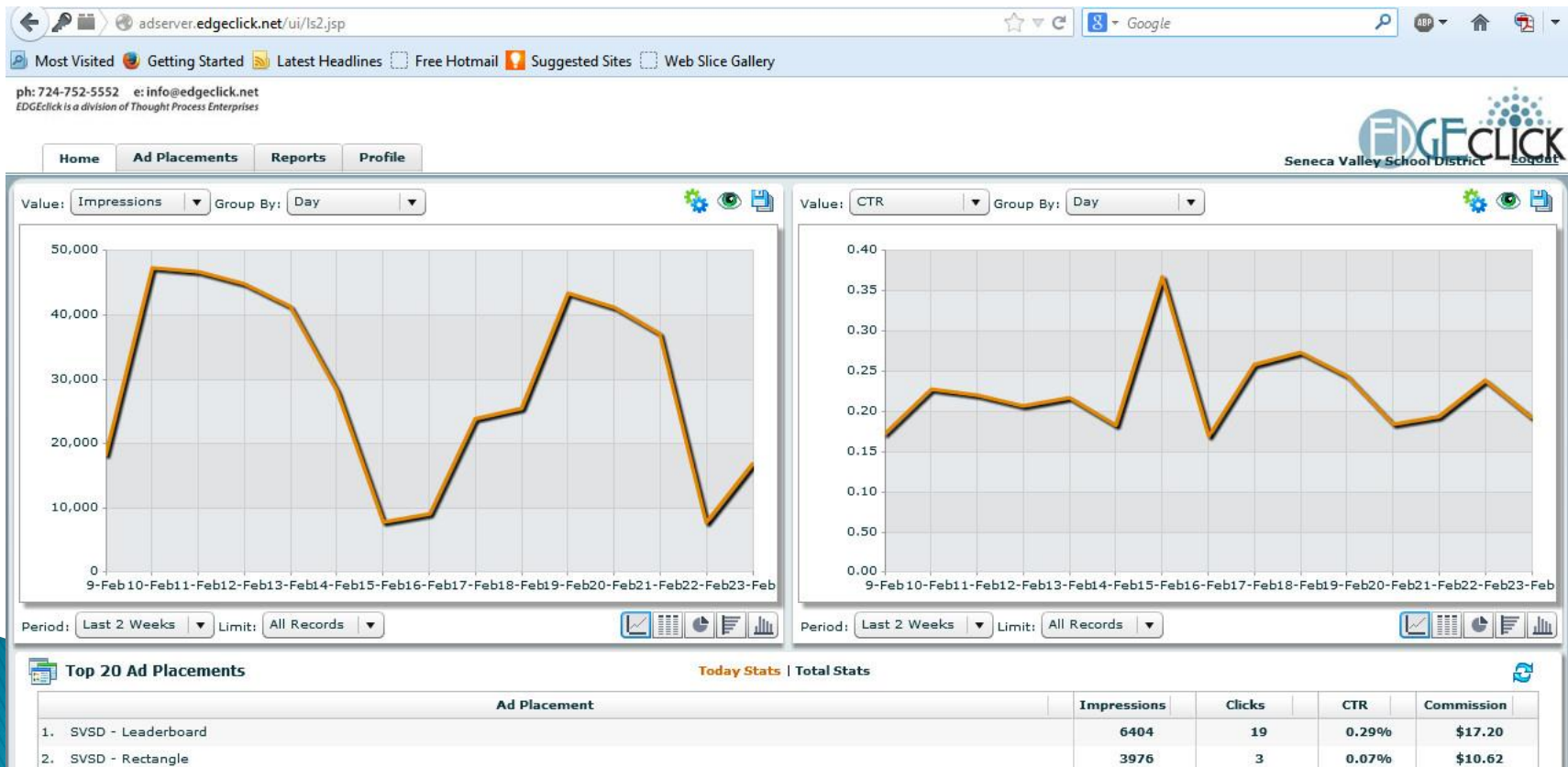


- ▶ Throughout 2014 we sent just under \$50,000.00 in commission checks to our member schools. Specific revenue figures varied by district size and website traffic.
- ▶ Districts receive 50% of all realized revenue from ads served on their district website. Any web pages under the district domain name may serve advertisements and generate revenue.
- ▶ All participating and active districts receive a commission check once per month, on or before the 20<sup>th</sup> of that month, for the previous month's revenue. A full commission report is included with each month's check.
- ▶ Publishers can log into their dashboard at any time to check on the current month's revenue or any past revenue.

# Publisher Dashboard



- ▶ Below is a screenshot of the publisher dashboard, where you, as a publisher, can log in, view statistics and income, and review and filter advertising content.



# Sample Commission Reports



## EDGEclick Network Commission Report

**Name:** Commission Report      **Zone:** Thought Process  
**Type:** Statistics Report      **Site:** \_\_\_\_\_  
**Start Date:** 01 Apr 2014      **Ad Placement:** Skyscraper Ad, Rectangle Ad, Leaderboard Ad  
**End Date:** 30 Apr 2014

### Statistics for 01 Apr 2014 - 30 Apr 2014

Advertiser	Ad Placement	Campaign	Impressions	Campaign CPM	Media Cost	Site Commission (CPM & CPC)
Beaver Valley Auto Mall	Leaderboard Ad	BVAM - 2014-04	26,200	7.8	204.36	102.18
Beaver Valley Auto Mall	Skyscraper Ad	BVAM - 2014-04	23,800	7.8	185.64	92.82
Freedom United Federal Credit Union	Leaderboard Ad	FCFU - 2014-04	12,267	6.5	79.74	39.87
Freedom United Federal Credit Union	Skyscraper Ad	FCFU - 2014-04	13,829	6.5	89.89	44.94
Geico Insurance	Leaderboard Ad	Geico Insurance 2014-04	299	5	1.5	0.75
Geico Insurance	Skyscraper Ad	Geico Insurance 2014-04	5,692	5	28.46	14.23
Heritage Valley Health System	Leaderboard Ad	HVHS - 2014-04	14,946	6	89.68	44.84
Heritage Valley Health System	Skyscraper Ad	HVHS - 2014-04	15,054	6	90.32	45.16
Laughlin Insurance Agency	Leaderboard Ad	Laughlin 2014 - 04	4,226	7.5	31.69	15.85
Laughlin Insurance Agency	Skyscraper Ad	Laughlin 2014 - 04	4,447	7.5	33.35	16.68
Publisher Default Ads	Leaderboard Ad	District Default Ads	11,090	0	0	0
Publisher Default Ads	Skyscraper Ad	District Default Ads	13,044	0	0	0
State Farm Agent Tony DeCaria	Leaderboard Ad	Tony DeCaria - 2014-04	23,061	6	138.37	69.18
State Farm Agent Tony DeCaria	Skyscraper Ad	Tony DeCaria - 2014-04	26,939	6	161.63	80.82
Talk Time Speech Therapy	Leaderboard Ad	TT Speech Beaver County - 2014-04	6,502	6.5	42.26	21.13
Talk Time Speech Therapy	Skyscraper Ad	TT Speech Beaver County - 2014-04	7,178	6.5	46.66	23.33
Town Country Lawn Garden	Leaderboard Ad	TCLG - 04-2014	4,494	6	26.96	13.48
Town Country Lawn Garden	Skyscraper Ad	TCLG - 04-2014	4,930	6	29.58	14.79
<b>Total</b>	-	-	<b>217,998</b>	<b>5.7</b>	<b>1280.09</b>	<b>640.05</b>

# Tentative Timeline



- ▶ **ASAP:** The contract for network participation is reviewed by solicitor/board. This contract would need to be approved by your administration and board before TPE can begin the implementation process.
- ▶ **FIRST 60 DAYS:** TPE works with your district IT staff to handle the placement of advertising code on the district website. TPE will use initial data gathered with default advertisements to determine the inventory availability. TPE makes prospecting phone calls to area businesses to gauge early interests.
- ▶ **90 DAYS FROM CONTRACT SIGNATURE:** Once code is serving and TPE is able to evaluate available inventory, additional sales calls are made and advertisers secured. Live advertisements begin serving shortly thereafter.
- ▶ This timetable can be shortened if the district is motivated to implement sooner.



# How do we take **Action?**



- ▶ **SCHEDULE A MEETING WITH TPE:** We welcome the opportunity to meet with individual districts one-on-one to discuss the opportunity further.
- ▶ **SECURE ADMINISTRATION AND BOARD OF EDUCATION APPROVAL:** The contract for network participation is included with your packet. This contract would need to be approved by your administration and board before TPE can begin the implementation process.
- ▶ **IMPLEMENTATION:** TPE works with your district IT staff to handle the placement of advertising code on the district website. TPE will use initial data gathered with default advertisements to determine inventory availability.
- ▶ **TPE HANDLES THE REST:** We handle solicitation of ads, designing of ads, and manage distribution to ensure maximum revenue generation. TPE also handles all invoicing of advertisers and customer service. The only thing your district staff will need to handle is advertisement approval and taking your monthly check to the bank!

# FAQ'S



- ▶ **Seems easy, can I do it myself?**

In theory, yes. It would require quite a capital expenditure for a district to take on this task itself. It would require sales reps to solicit the ads, programming time and cost to install and manage an advertising server, graphic designers to design the advertisements, and administrative time cutting invoices and collecting on overdue balances. TPE is able to streamline these processes by serving multiple districts utilizing the same processes.

- ▶ **What type of content will be served through the network?**

No content that would not be appropriate for school-aged children will be permitted on the network. Please refer to the publisher's agreement for specifics.

- ▶ **What sort of ad management do we have as publisher?**

You have full control! TPE provides each participating school district with a dashboard log-in to manage the most important aspects of their publishing website. Dashboard administrators are able to view ads currently appearing, moderate in/out advertisements that the district may not want to appear, and run reports showing volume of impressions and most importantly... money due to the school as part of participating in the network!

# FAQ'S (continued)



- ▶ **I have heard that ad networks put cookies on our users' computers. Is that the case with this network?**  
No, this network is what is called a “non-predictive” network and does not install or read any cookies on your users' computers.
- ▶ **Can we “opt-out” of the network once we have signed up?**  
TPE is requesting an initial commitment that runs through the end of the calendar year following the contract signature. After the initial contract term, no further commitment would be required and continued participation in the network would be on a voluntary basis (We require 90 days written notice to allow us to wind down any active campaigns).
- ▶ **How do your sales representatives approach soliciting advertisers in our local community? Will this conflict with our booster organizations and other fundraising activities by student groups?**  
Our sales representatives are specifically trained to sell this product as an advertising expense, not as a donation. The pricing for the product, in and of itself, is designed and geared toward inclusion in a business' advertising budget. Our reps are specifically instructed to be very clear in differentiating this advertising expenditure from a donation.

# FAQ'S (continued)



▶ **As the network grows, will I see any changes in my site performance?**

No. EDGEclick places strict limitations on size of graphic ads to serve through code that appears within your district webpages. The size restriction is equivalent to a fraction of a second load time on broadband internet service. Advertisements are held on EDGEclick servers ensuring a true, third-party advertising network.

▶ **How much money will my district make?**

Income is ultimately based off of the traffic to your website. Clear web traffic is hard to collect until we have clear analytics or a sample available. The earlier we serve advertisements on your website, the quicker we can get concrete impressions from our server software.

▶ **I have a business colleague who may be interested in advertising on a network like this. Am I compensated for referral business?**

Yes! Any district that refers an advertiser to the network not only receives the benefit of that advertiser advertising on their district's site, but also collects a 5% commission of the advertiser's spend across the entire network.