



**IN COMMUNITY**  
Magazines and Media

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**Beginning this fall, IN Community Magazines is offering \$2.2 million in public relations grants to Districts for quarterly, full-color, direct-mail news. Every applying District is guaranteed \$52,000.**

In 2011, we watched as public relations budgets were slashed due to state budget cuts. At the same time, IN Community Magazines has flourished, largely due to our partnerships with 25 Districts and Townships. Now, for the first time, we are offering your District a full-color, direct-mailed, high-quality print news source at no cost.

There are two specific programs we are offering your District:

**OPTION 1:** \$52,000 of free design, printing and mailing guaranteed over four years, just for enrolling in our District Grant Program. The District writes their own content.

**OPTION 2:** As much as \$400,000 of free design, printing and mailing guaranteed over four years through our District Grant and Vendor Partnership Program. Again, the District writes their own content.

IN Community Magazines has been publishing high-quality, direct-mailed publications for over eight years. Our District sponsors include: Seneca Valley, Fox Chapel, McKeesport Area, South Fayette, Brentwood, West Jefferson Hills, Norwin, North Hills, Woodland Hills, Canon McMillan, Franklin Regional, Quaker Valley, Fairview, Harborcreek and Millcreek.

If you are a partner with us already, you know our reputation and how well-received your information is. If you are not partnered with us, you should know that we have earned first place PENSPRA Excellence Awards as well as numerous other accolades.

If you are interested in our program(s), please return the Public Relations Grant Enrollment Form by April 31, 2012. Feel free to direct any questions to Wayne Dollard at 724.942.0940, [wayne@icmags.com](mailto:wayne@icmags.com).

With kind regards,

Wayne Dollard  
Publisher / IN Community Magazines





# Public Relations Grant Enrollment Form

## 2012 District Grant Program

Every District that becomes a content partner with IN Community Magazines will receive the following:

1. Two free content pages in the "IN" magazine covered by your District.
2. Free graphic design of all District pages
3. Free full-color printing on high quality, gloss paper
4. Free direct-mail to every household and business in the District
5. Options to either purchase additional pages (at \$400 each) or participate in our Vendor Partnership Program to receive more free pages.

*\* All District content will be submitted by the District. IN Community Magazines will create proofs of District material. All District content is subject to final review and approval of the District before printing and mailing. ICM reserves the right to reject any content if it does not represent a positive community nature as defined by IN Community Magazines.*

Yes, I am interested in the District Grant Program. \_\_\_\_\_  
*Name and School District*

No, I am not interested at this time. \_\_\_\_\_  
*Phone Number and Email*

## 2012 District Grant and Vendor Partnership Program

Districts requiring more than two pages per quarter may receive up to 16 pages through our Vendor Partnership Program:

1. The District puts together a list of key vendors.
2. A letter is written by the District asking vendors to become "District Vendor Advertising Sponsors" to help offset District newsletter expenses. We can draft the letter for you if you like.
3. IN Community Magazines will follow through on all potential Vendor Advertisers for advertising sponsorship purposes. Follow through would include: phone calls, setting and attending meetings, signing ad contracts, collecting and/or designing ad artwork, photography, editorial support, and more. There is no charge to the District for any of these services.
4. For every 1/2 page purchased by District Vendor Advertisers, the District will receive an additional full page of content in that issue (e.g. If 5.5 pages are purchased in the summer, the District would receive 11 pages plus the two free offered in the District Grant Program = 13 total for summer). Districts will not receive credit for Vendor ads if they are already advertisers of IN Community Magazines. If District Vendor Advertisements are also placed in magazines outside the District, the District will receive credit for those ads as well (e.g. If a company purchases a full page for all four issues of four different magazines (16 total pages) the District will receive 32 free content pages).

Yes, I am interested in the Vendor Partnership Program. \_\_\_\_\_  
*Name and School District*

No, I am not interested at this time. \_\_\_\_\_  
*Phone Number and Email Contact*

Please mail form to IN Community Magazines, 603 E. McMurray Road, McMurray, PA 15317, or fax to 724.942.0940, or email to wayne@icmags.com