

Erie County  
**Foundation**  
Vocational-Technical School

PROPOSED AGENDA ITEM

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MEETING DATE: June 25, 2015

SUBJECT: Career Street's sponsorship of 2015-2016 Newspaper In Education program

SUBMITTED BY: Jennifer Pontzer

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DESCRIPTION: Newspapers in Education is a program executed by the Erie Times that includes a page each week in Career Exploration and local related information. Complete/Full sponsorship for this program has an associated cost of \$10,000, and allows for 36 weekly installments, of which Career Street has large control of content as well as ample marketing/branding opportunities.

The agreement was attached to last month's Career Street report and is attached again this month.

RECOMMENDATION: Please authorize the execution of the Newspapers in Education Agreement with the Erie Times



**“Invest in Your Future” Contract  
Erie Times-News in Education and Career Street Erie**

This contract sets forth the terms and conditions under which Career Street Erie will become a sponsor of Erie Times-News in Education's “Invest in Your Future,” a student program page published in the Erie Times-News – promoting career exploration and workforce readiness. Once signed, this agreement shall be considered binding on both: Erie Times-News in Education and Career Street.

1. **Original Term:** Agreement for a period commencing Sept. 8, 2015 and ending June 8, 2016.
2. **Description of Partnership:** The Erie Times-News will feature Career Street activities and stakeholders on the Wednesday Erie Times-News in Education Financial Literacy page for 36 weeks during the school year. Partnership also includes full participation in Erie Times-News in Education financial literacy workshops and content on the Wednesday page.

- **Dates of Publication:** 9/9/15, 9/16/15, 9/23/15, 9/30/15, 10/7/15, 10/14/15, 10/21/15, 10/28/15, 11/4/15, 11/11/15, 11/18/15, 12/2/15, 12/9/15, 12/16/15, 1/6/16, 1/13/16, 1/20/16, 1/27/16, 2/3/16, 2/10/16, 2/17/16, 2/24/16, 3/2/16, 3/9/16, 3/16/16, 3/30/16, 4/6/16, 4/13/16, 4/20/16, 4/27/16, 5/4/16, 5/11/16, 5/18/16, 5/25/16, 6/1/16, 6/7/16

*Career Street Content:* This agreement also allows Career Street to provide no less than 18 and no more than 36 supplemental articles to be featured on the “Invest in Your Future” page. These articles should be no more than 500 words and pertain to career choices, financial literacy, entrepreneurship or college preparation. Articles will be submitted to the Erie Times-News on Friday by noon prior to the publication date.

- *Career Street Logo:* – “Invest in Your Future”: The Career Street logo will be featured on each of the 36 Wednesday editions of the Erie Times-News. The logo and a destination URL will also be featured on the homepage of NIE.GoErie.com.
3. **Payment and Payment Terms:** Career Street Erie agrees to pay the sum of \$10,000 at two payments of \$5,000. The first payment to be received by October 31, 2015 and the second payment to be received by January 31, 2016.

\*Note: Career Street Erie may opt to pay \$10,000 at one time.

Content in this contract is subject to change, upon agreement by both Erie Times-News in Education and Career Street Erie.



## Career Street Erie Sponsorship Agreement

Cost of full-year option includes logo and content in Erie Times-News Wednesday edition.

Outreach: 8,000 students each week in Erie Times-News eEdition and over 45,000 print (home delivery and single copy) editions.

Cost of Erie Times-News eEdition access is 19 cents per license. Alliance for Audited Media, which oversees the ETN circulation audit, allows educational copies to be sold for 19 cents, allowing the sponsor's dollar to reach more students. \$10,000 allows approximately 52,000 licenses per year – or approximately 1,450 students/teachers per week.

**Cost: \$10,000**

### Career Corner Schedule: 36 weeks

|          |          |         |
|----------|----------|---------|
| 9/9/15   | 12/9/15  | 3/16/16 |
| 9/16/15  | 12/16/15 | 3/30/16 |
| 9/23/15  | 1/6/16   | 4/6/16  |
| 9/30/15  | 1/13/16  | 4/13/16 |
| 10/7/15  | 1/20/16  | 4/20/16 |
| 10/14/15 | 1/27/16  | 4/27/16 |
| 10/21/15 | 2/3/16   | 5/4/16  |
| 10/28/15 | 2/10/16  | 5/11/16 |
| 11/4/15  | 2/17/16  | 5/18/16 |
| 11/11/15 | 2/24/16  | 5/25/16 |
| 11/18/15 | 3/2/16   | 6/1/16  |
| 12/2/15  | 3/9/16   | 6/7/16  |

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Erie Times-News

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Date

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Career Street Erie

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Date