

# Frequently Asked Questions

## School News

*Education + Communication = A Better Nation*

### What is the *School News Roll Call* mission?

To provide a unique venue highlighting every school in a district to promote the excellence in our fine public schools.

### What is the history of *School News Roll Call*?

SNRC was founded in 2000 by Kay Coop to publish information directly from every school in a school district in one publication.

### Why advertise in *School News Roll Call*?

**Reach:** The quality of the public schools in a community sets the standard for the quality of the community. Everyone cares about education. *School News Roll Call* is the only community publication highlighting every school in a district in one publication.

**Targeted:** Based on availability your advertisement can be placed on a specific school page within your sphere of influence, on a page with similar companies or anchored in a directory section that includes content specific to your business. If you normally do not advertise, ask about our unique sponsorship opportunities.

**Frequency:** Ask for specific distribution schedules. Our distribution varies by district publishing 4x's, 6x's, 8x's, 10x's or 12x's per year. A sales representative will help you select a publication to meet your advertising needs.

**Shelf Life:** The magazine design of *SNRC* offers a longer shelf life than a daily or weekly publication and is often kept as a reference.

**Branding:** Many advertisers have found *SNRC* an excellent venue for branding their business—Consistency produces results.

### How is *School News Roll Call* distributed?

The majority of the *SNRC* papers are distributed to the elementary school students to take home, to the teachers and staff in all schools, door to door to selected individual homes and to selected business locations. Distribution is varied per publication and is carefully monitored as demand is greater than the supply.

### What are the *School News Roll Call* publications and each distribution quantity?

#### Los Angeles County, CA

- Long Beach Unified (30,000)
- Norwalk-La Mirada Unified (20,000)
- Redondo Beach Unified (20,000)

#### Orange County, CA

- Centralia, Cypress, Magnolia, Savanna Districts (30,000)
- Los Alamitos Unified (23,000)
- Fountain Valley, Huntington Beach Union High School, Ocean View & Westminster Districts (30,000)
- Orange Unified (25,000)
- Placentia-Yorba Linda Unified (15,000)
- Tustin Unified (20,000)
- Newport-Mesa Unified (30,000)

#### San Diego County, CA

- Carlsbad Unified (20,000)
- Escondido Union & Escondido Union High School (30,000)

#### Annual County Superintendent Special Issues

- Los Angeles County – March (30,000)
- Orange County – July (20,000)

Thank you for considering *School News* as a venue to reach your target market.  
Kay Coop, Founder/Publisher (562/493-3193)

## Caring Kids Communities

*Kids + Communities = Our Future*

### What is *Caring Kids and Communities* mission?

To promote the individual uniqueness of communities and at the same time highlight their commonality—kids, our future.

### What is the history of *Caring Kids and Communities*?

This publication was established in 2009 to promote the positive efforts between kids and their communities.

### How is *Caring Kids and Communities* distributed?

30,000 copies distributed to public libraries, city offices, and select business locations in the communities of:

Aliso Viejo, Dana Point, Ladera Ranch, Laguna Beach, Laguna Hills, Laguna Niguel, Lake Forest, Mission Viejo, Rancho Santa Margarita, San Clemente & San Juan Capistrano

### Why advertise in *Caring Kids and Communities*?

When kids are encouraged at a young age to be caring, responsible citizens, they most often continue throughout their lives to contribute to society. You will be among other advertisers who value promoting the positive in our communities.

**Frequency:** Distributed the first Wednesday of August, October, December, February, April and June.

**Shelf Life:** *Caring Kids and Communities* is a bi-monthly, informative, glossy covered publication with content of interest to all ages.

Kay Coop, *Founder / Publisher*

School News Roll Call, LLC

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