



### **DIGITAL FLYER SUBMISSION GUIDELINES**

The contents submitted for inclusion on the District 131 Virtual Backpack must meet the following requirements. No material, literature, or advertisement shall be posted or distributed without advance approval as described in this policy.

Community, educational, charitable, recreational, or similar groups may, under procedures established by the Superintendent, advertise events pertinent to students' interests or involvement. The sponsoring organization's name must be displayed clearly in all advertisements, they must be student-focused, and must have the Superintendent's or their designee's prior approval. The distribution, display, or posting of any advertisements or flyers is at the exclusive discretion of EASD 131. Review the [EASD 131 Board Policy 8:25](#), Advertising and Distributing Materials in Schools Provided by Non-School Related Entities, for additional information.

Once D131 approves your flyer for posting on the Virtual Backpack, you will be notified at the email you provide on the submission form. If you have any questions, please email [publicrelations@d131.org](mailto:publicrelations@d131.org).

#### **Accepted File Type:**

- File must be in PDF format
- Recommended flyer size is 8.5 by 11 inches (portrait orientation)
- Recommended file size is 72 DPI (screen resolution)
- If the flyer is in multiple languages (ex. English and Spanish) merge your flyers into one, single document for upload.

#### **Digital Flyer Submission Requirements:**

1. The organization must have physical presence in the East Aurora School District 131 community or one of its neighboring areas.
2. All advertisements must
  - a. be student-oriented,
  - b. prominently display the sponsoring organization's name, and
  - c. be approved in advance by the Superintendent or designee
3. EASD 131 reserves the right to decide where and when any advertisement or flyer is distributed, displayed, or posted.
4. The flyer must promote an educational experience, a responsible use of free time, and/or a unique enrichment activity for students and families.
5. Digital flyers posted on EASD 131 must include the following statement: *This activity is not sponsored by East Aurora School District 131, and any of its schools, or groups officially associated with the District.*
  - a. If the flyer is in Spanish: *Esta actividad no está patrocinada por el Distrito Escolar 131 del Este de Aurora, ni por ninguna de sus escuelas, ni por grupos oficialmente asociados con el Distrito.*
6. Material from candidates and political parties will not be accepted for posting or distribution, except when used as part of the curriculum.

*Reach your full potential!*



7. No material or literature shall be posted or distributed that would:
  - a. disrupt the educational process;
  - b. violate the rights or invade the privacy of others;
  - c. infringe on a trademark or copyright;
  - d. be defamatory, obscene, vulgar, or indecent;
  - e. include explicit requests for monetary donations or other valuables, other than membership dues or entry fees for events mentioned in the materials;
  - f. include content that is commercial in nature, unless it is related to authorized school fundraising, activities, or services. See [Board Policy 8:25](#) for more information.
  - g. include content that would contravene any laws or board policies;
  - h. include content that promotes or opposes religion or kindred interests.
8. EASD 131 reserves the right to limit the number of postings for an organization.
9. Content is posted for informational purposes only. This does not imply that EASD 131 supports them.
10. If an organization also seeks to distribute paper copies, please email [publicrelations@d131.org](mailto:publicrelations@d131.org). Any organization that wishes to distribute physical copies must first have approval from EASD 131. Physical copies of the flyers must include the correct verbiage (see #5). The organization is responsible for bringing the physical copies to the EASD 131 Administration Center (310 Seminary Ave. Aurora) for distribution and bound by school(s).