

## ADVERTISEMENTS ON HIGH SCHOOL SCORE BOARD



The School District for Glenbard High School believes that it is possible for the school district to bring in about \$100,000 annually by allowing advertisements to be placed on scoreboards that are located both outdoors and inside school facilities. The LED advertisements would be attached to panels on the scoreboards at several of the different schools within the district. It is believed that this is not only a good way to generate revenue for the school district, but also a way to help to financially support different athletic activities and programs within the schools. Of course, before the school district takes such measures, they would like to find out how the public feels about the advertisements and the possibility of having advertisements featured on the grounds of these different schools within the district. The district chose to place a survey up on their website to find out how the community felt about the advertising and whether or not they supported it as a way for the school district to generate revenue, which would ultimately support the students because more money would be put toward the activities and programs that they enjoy so much. The survey, which community members will be able to answer for the next week, will help the district figure out whether or not people are for or against the advertisements that would be featured on the football and basketball scoreboards at the different schools. The new LED scoreboards would be an initial investment for the school district, costing nearly \$187,000 for the installation process. However, it is believed that the initial investment is well worth it, especially if the school district is able to generate hundreds and thousands of dollars on advertisements featured on these scoreboards alone. The school district would be working with iHigh, earning about 80 percent of the revenue while iHigh will receive 20 percent of that. There are a lot of different companies that actually do have an interest in advertising at different sports activities; especially football games because there is the opportunity to advertise to thousands of individuals in one sitting. After the games are finished, the advertisements would be turned off but the school district would be allowed to use them whenever they see fit, specifically if there are other events taking place. In recent years, advertising in school has become increasingly popular, especially with all of the budget cuts that have been going on in schools all around the United States. The fact is that advertising in schools is an opportunity to generate revenue that would make up for the cuts that are constantly being made due to the budget.