

## Super Sub Campaign - Billboard

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**WE WANT YOU**  
*To be a* **SUBSTITUTE TEACHER.**  
**\$100+/day. Training included. [garlandisd.net/substitute](http://garlandisd.net/substitute) GISD**

**QUEREMOS QUE USTED**  
*sea un* **MAESTRO SUPLENTE.**  
**\$100+/día. Se incluye capacitación. [garlandisd.net/substitute](http://garlandisd.net/substitute) GISD**

In an effort to recruit substitutes in Garland ISD, the World War II-style billboard solicits applicants and highlights the benefits of becoming a substitute teacher. The ads ran on both sides of five digital billboards in our tri-cities strategically located along high-traffic roads. We reached 561,000 weekly impressions via this digital medium, which has been instrumental in recruiting numbers continuing to grow despite COVID-19 concerns. The billboard has a simple, fun layout that quickly communicates information to drivers.

# Super Sub Campaign - Flyer

## Your future starts here!

Become a Garland ISD  
substitute teacher.

### Benefits:

- Job Experience
- Flexible Schedules
- Extra Income \$100+/day
- Much More!

Apply at [garlandisd.net/substitute](http://garlandisd.net/substitute) today.



## Su futuro comienza aquí!

Conviértase en un maestro  
suplente de Garland ISD.

### Beneficios:

- Experiencia laboral
- Horarios flexibles
- Ingresos adicionales \$100+/día
- ¡Mucho más!

Solicite hoy en [garlandisd.net/substitute](http://garlandisd.net/substitute).



The flyer was used to communicate Garland ISD's need for substitute teachers in conjunction with graphics, video testimonials, Facebook Live feeds and daily social media posts.

# Super Sub Campaign - Bus Ads



**Impact a child's future.**  
Become a  
substitute teacher.

[garlandisd.net/substitute](http://garlandisd.net/substitute) | 



**Now hiring!**  
Substitute  
teachers:  
\$90+/day

[garlandisd.net/substitute](http://garlandisd.net/substitute) | 



**Impacte el futuro  
de un niño.**  
Conviértase en un  
maestro suplente.

[garlandisd.net/substitute](http://garlandisd.net/substitute) | 



**¡Estamos  
contratando!**  
Maestros(as)  
suplentes:  
\$90+/día

[garlandisd.net/substitute](http://garlandisd.net/substitute) | 

Placed on district school buses to communicate Garland ISD's recruitment pitch of impacting children's lives by becoming a substitute teacher. The school buses travel throughout the cities of Garland, Rowlett and Sachse. The bus ad features real GISD students captured in a Communications photo shoot. In addition, our in-house Print Shop printed and installed the pieces.