



# COMMERCIAL ADVERTISING Policy

## **AIM:**

To set appropriate guidelines for those businesses & organisations who wish to use Epping Views Primary School to advertise their wares, thus avoiding any commercial exploitation.

## **GUIDELINES:**

1. The Principal in conjunction with staff and School Council will be responsible for the implementation of this policy.
2. Commercial advertising of products and services via the school will be permitted for our school Newsletter Community News Page only if the product / service is considered appropriate for our school community and a set advertising fee is paid.
3. Non profit organisations, who wish to advertise programs, that do incur some cost, but are considered to be of benefit to the community, may be permitted to advertise in the School Newsletter and / or send information brochures home with students.
4. Appropriate community events that incur no cost, may be included as an item in the Community News section of the school Newsletter.
5. Businesses, organisations and individuals (\* including parents) may have the option of paying to advertise in the School Newsletter for one issue, or for bulk issues at a discounted cost.
6. Suggested advertising charges for commercial advertising in the School's Newsletter are as follows: \$10 for a single issue; \$100 for a term & negotiable for a year.
7. Signage Advertising within School: School Council has agreed to the following Guidelines:
  - No internal advertising signage to be allowed
  - No permanent advertising to be allowed on boundary fences
    - a. The proposed actual sign and wording must be approved by School Council's Buildings & Grounds Sub-committee;
    - b. The sign must be 'stand alone' and no more than 1 metre wide or high

This policy was last ratified by School Council in....

**June 2008**