

## Advertising Policy

<b>Date approved by School Council</b>	<i>19<sup>th</sup> September, 2012</i>
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### Rationale

Effective distribution of advertising will provide Seaford Park Primary School with an appropriate revenue stream and / or promote local community events of interest.

### Aims

- To ensure that all advertising material that is distributed by the school is of importance and/or interest to the community or of financial value to Seaford Park Primary School. Communication through the newsletter of small community based items is to be encouraged and incorporated where space permits.

### Implementation

- The attachment of extra leaflets to the newsletter will be permitted at no charge where they are of importance and / or interest to the community and are from community based groups.
- Private advertisements will be permitted either within the newsletter or as an attachment whereby the individual or company meets the following requirements.
  - The company / individual is supporting the school either financially or through the donation of goods and/or services that will be of benefit to the school.
  - Regular advertising material attachments are to be negotiated according to their frequency.
  - The school advertiser agrees to pay the following rates
 

Business Card size (Private or sale items, etc)	\$20.00 + \$2.00 GST per edition
Business Card size (Professional)	\$22.00 + \$2.20 GST per edition
Attachments already printed	\$35.00 + \$3.50 GST per edition
- This policy is to be made available to any prospective individual / company who wish to advertise.
- Seaford Park Primary School administration staff are empowered to accept or reject advertising material and liaise if necessary with the Principal where there is uncertainty about any item presented for advertising.
- Advertising rates are to be published in the school newsletter and on the school website.

### Evaluation

This policy will be reviewed annually as part of the School's review cycle or earlier if circumstances deem it necessary.