

<p style="text-align: center;">Jells Park Primary School Advertising Policy</p>

Purpose:

The school receives frequent and regular requests from individuals, groups and organisations to use the distribution facilities of the fortnightly online School Newsletter or Kiddie Mail to advertise local and wider community goods, services and events, of a voluntary or commercial nature.

This Policy sets out the criteria for the acceptance of any form of advertising, whether it be published within the newsletter or distributed separately as a notice or flier to students for home viewing.

Guidelines:

- Advertising must not detract from the objectives of the school or its reputation.
- School Newsletter advertising will be confined to the Community News or Advertising pages.
- All advertising will be presented at a comparable publication standard to that expected by the school for all distributed written materials.
- A limited number of local businesses will be given the opportunity to advertise, for 12-monthly periods.
- Some other local commercial activities may be promoted through the school community, at the scheduled cost, where they relate to student or parent interest.
- Organisations that provide student programs at Jells Park Primary School, for example, sports, chess and music tuition groups etc, will have fliers distributed once a term free of charge.
- Local community events and non-profit organisations, which relate to parents and/or students, may be promoted within the Newsletter without cost.
- Rates for any paid advertising will be approved by School Council and reviewed on a regular basis.
- Party Plan, religious, political, alcohol, drug or gaming related advertising and adults-only designed products, or services, will not be accepted.
- The school will not accept responsibility for the value or efficacy of any product or service advertised. It does encourage readers to inform the school if products or services advertised are misleading or inadequate so that publication may be reconsidered, if necessary.
- The school retains the right to cancel a contract at any time. If that occurs the school will provide a pro rata refund.
- The Principal, or their nominee, will approve all school advertising and promotions.

Implementation:

1. All initial requests to advertise via any medium within the school will be made to the school's main office personnel. Decisions regarding acceptance, or otherwise, will be made using the set Guidelines. Some particular requests may require reference to the principal prior to making a decision regarding publication.
2. All advertising requests must be received by the Monday prior to the publication of the School Newsletter and will be included if space is available.

3. Supply of all distribution materials will be the responsibility of the advertiser and be provided in bundle sizes advised by office staff.
4. The following costs will be incurred:
One-off distribution via the Newsletter/Kiddie Mail - \$30.00
Newsletter advertisement for a 12 month duration - \$220.00
5. Any fees or charges related to advertising or distribution must be paid prior to distribution.
6. Other advertising materials may be distributed to the school community independently of the School Newsletter via Kiddie Mail and will be charged at the same rate, ie \$30.00.

Evaluation:

This policy will be reviewed as part of the school's four yearly review cycle, unless circumstances dictate otherwise.