

ADVERTISING AND PROMOTION

1. Paid advertisements, in the form of billboards, banners, electronic signage, and audio and video broadcast, and paid advertisements in school sponsored publications may be permitted consistent with the Criteria for Approval established in BP 1325.
2. All paid advertisement's texts, lay-out, and graphics must be mutually approved by the principal and Assistant Superintendent of Business/Administrative Services for compliance prior to posting or publication of the advertisement.
3. Annually, the principal will establish/approve a paid advertising/ broadcast fee structure that will be uniformly applied to all parties. This fee structure may reflect size, venues, placement within the venue and duration of the advertisement. A separate charge for the actual production of the advertisement item may also be applied, or provided, ready-to-go by the advertiser.
4. All paid advertisements are limited to posting/broadcast in public school performance areas including gyms, multi-purpose rooms, theatres, stadiums and fields and positioned to be viewed/heard by the intended audience.
5. Posting/broadcast of paid advertisements are prohibited in classrooms, offices, libraries, laboratories, hallways and other spaces that are not intended performance areas. Posting/broadcast of paid advertisements are not permitted within the established school day. Posting/broadcast and placement of advertisements are not intended for casual viewing/hearing by the general public in proximity to the school campus.
6. All funds raised through the sale of paid advertisements, are to be deposited in an approved ASB account, and use of the funds are to be expended for program, facility and student activities.
7. All paid advertisements/broadcasts are to be posted for a pre-determined period of time, not to exceed the end of the school year. Paid advertisements/broadcasts may be renewed, upon expiration of the posting/broadcast period.
8. The Principal will be responsible for monitoring and maintaining the posted advertisement in good condition, and pre-determine with the advertiser the responsibility for repairing/replacing/removing the advertisement if damaged.
9. The superintendent or designee may utilize an electronic bulletin board link to the District website as an alternative to distribution of approved materials or advertisements. Posting of each material shall not exceed 30 days in duration.