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Cranbourne West Primary School No. 5189 **ADVERTISING POLICY**

GENERAL STATEMENT:

The C.W.P.S. Council should 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 C.W.P.S.

IMPLEMENTATION GUIDELINES:

Communication through the newsletter, website or other electronic media, of small community based items is to be encouraged and incorporated where space permits. As the newsletter is now uploaded to the school website and the Cranbourne West Primary P&F Group page, advertisers are able to access all three forms of distribution for the one price.

- * The attachment of files to the website will be permitted at no charge when they are of importance and/or interest to the community and are from community based groups. Alternately, flyers may be displayed in the front office for parents to collect.
- * Advertisements in the newsletter will be sized based on space available and advertisers will be given a commitment only of a business card sized ad in the newsletter. Larger advertisements may be uploaded to the 'Community Information' section of the CWPS website and referred to in the newsletter.
- * Private advertisements will be permitted either within the newsletter or as separate flyers to be distributed via students, whereby the individual or company meets the following requirements.
 1. 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.
 2. The advertisement is provided in a format that is clear and easy to read when printed in the newsletter.
 3. The advertiser agrees to pay the following rates.

Business Card size advertisement in the newsletter \$20-00 (per week)

Pre-printed Flyers \$50-00 (for handling & distribution)

A4 Flyer uploaded to 'Community Information' section of CWPS website \$100 per term

No Charge – Local Kinder, Local School, Blue Light Disco and other not for profit organisations as determined by the Parent & Community Liaison and/or the Assistant Principal.

IMPLEMENTATION:

The policy is to be displayed clearly in the front office.

The Assistant Principal and/or the Community Liaison Officer are empowered to accept or reject advertising material and liaise if necessary with the Principal/Finance Convenor where there is uncertainty about any item presented for advertising.