

CRESTWOOD PUBLIC SCHOOL



Advertising Policy

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RATIONALE

To ensure that paid and unpaid advertising within the school community are consistent with the values, goals and policies of public education and Crestwood Public School. Advertising materials in the form of newsletter ads is overwhelmingly supported by the school community.

AIM

To outline clear guidelines and costing for advertising

- Within the school newsletter, and
- The distribution of advertising materials to classrooms.

The aim of advertisements is to help defray some of the printing costs and support the needs of the local school community.

GUIDELINES

These guidelines cover the distribution of advertising materials to classrooms as well as advertisements in the fortnightly school newsletter. Consultation was sought through surveying the community and input from the School Council.

As stated by the DEC, schools must not advertise:

- Companies connected to fast food, tobacco, alcohol, gaming
- Private tuition companies

The school will not expect payment for community events or not for profit organisations. Examples of these may include but are not limited to:

- Church groups
- Local sporting clubs
- Social/support groups
- Local community events
- Government and community services

The school will accept paid advertisements from local companies/organisations that are consistent with the values and goals of the Crestwood Public School community. Examples of these may include but are not limited to:

- Holiday clinics
- After school hours activities
- Local businesses with a connection to the school
- School connected trades and services.

Class distribution

Flyers for class distribution will only be accepted if they are in bundles of 30. A standard fee of \$100 applies to each school set (one set for each class).

Newsletter advertisements

- All advertisements will appear on the back pages of the fortnightly newsletter. This will be limited to a maximum of 6 pages.
- Advertising costs will be determined by their size (refer to Appendix A, 2015 Advertising costs)
- All advertisers must complete the advertising booking form before distribution or publication (Appendix B, Advertising Booking Form)
- All advertisements and payment are to be lodged by the Monday before the fortnightly Wednesday distribution.
- Ads should only contain a limited number of words. They should be a brief description of the product or service with contact details.
- All effort will be made to ensure flyers are given to all classes.
- Each newsletter will include the disclaimer "The Crestwood Public School newsletter contains paid advertisements which assist with the cost of publication. The publication of such advertisements does not imply endorsement or responsibility of any product or service by the NSW Department of Education and Training or Crestwood Public School."
- The principal or principal's nominee reserves the right to accept or reject applications for advertisements to be placed in the newsletter.
- **All advertisements must be approved by the principal or principal's nominee before distribution or publication.**
- **This policy will be effective from the first day of Term 3 (Monday 13th July) 2015 for any new advertisers. Current paid advertisers will move to the new rate when they re-new their advertising.**

EVALUATION

This policy will be evaluated as the need arises and in line with current DEC policies and documentation.



CRESTWOOD PUBLIC SCHOOL

Advertising Booking Form

COMPANY NAME.....

ADDRESS.....

EMAIL..... PHONE NO.....

CONTACT NAME.....

ADVERTISEMENT SIZE:

- Option 1 @ \$30.00 each issue (1/8 of a page)
- Option 2 @ \$40.00 per issue (1/4 per page)
- Option 3 @ \$50.00 per issue (1/2 per page)
- Option 4 @ \$100.00 per set of flyers for classroom distribution

NUMBER OF ISSUES:..... COMMENCEMENT DATE.....

PAYMENT METHOD: Cash Credit Card Cheque

Note:

- Please limit the wording to ensure the ad is clear and concise
- All flyers must be given in bundles of 30
- Advertisements need to be emailed to the school. Paper copies will not be accepted.
- Please email this completed form with advertisement to:

crestwood-p.school@det.nsw.edu.au

PLEASE NOTE: All advertisements must be prepaid before commencement date.

Office use only:

Payment received on: _____ Amount received: _____

Option 1
@ \$30.00 each issue

Option 2
@ \$40.00 per issue

Option 4
**@ \$100.00 per set of
flyers for classroom
distribution**

Option 3
@ \$50.00 per issue

