



ADVERTISING IN SCHOOLS

Background

It is acceptable to provide limited opportunities for commercial advertising on Division buildings, grounds and in other circumstances and locations.

Advertising that is consistent with the mission and values of the Division will be considered.

Procedures

1. Advertising may be accepted if:
 - 1.1 The materials are judged by the Principal to have sufficient educational or other value to justify their posting being used in the school.
 - 1.2 The advertising is non-intrusive and is in keeping with the values and beliefs of the Division.
 - 1.3 The conditions of their use within the schools are determined by the Principal and are not imposed by any outside organization.
2. Advertisements may be placed on outdoor school signage, on gymnasium score clocks, on web pages, and in other circumstances and locations approved by the school-based administration in consultation with the Office of the Superintendent
3. Installations for purposes of advertising must meet applicable safety codes and guidelines, with on-going maintenance generally the responsibility of the advertiser.

Reference: Section 33, 52, 53, 55, 197, 222, 256 Education Act
Freedom of Information and Protection of Privacy Act