



Mernda Primary School 0488

ADVERTISING POLICY

RATIONALE

To ensure that paid and unpaid advertising within the school community reflects the values and goals of Mernda Primary School.

AIM

To outline clear guidelines and costing for advertising

- Within the school newsletter.
- As attachments to the school newsletter.
- On billboards displayed on school property.

GUIDELINES

- The principal or principal's nominee has discretion when considering the applications for advertisements to be placed on the App or with the newsletter.
- All advertisements are to be appropriate for the majority of the school community.
- All advertisements will be listed on the 'Mernda APP'. The cost of this page is \$100 per term
- All advertisements and payment are to be lodged to the School Office by Tuesday of the weeks preceding publication.

COMMUNITY ADVERTISEMENTS FLYER

- Will be listed under the heading 'Mernda Advertisement'.
- Will be advertised in the Mernda Advertisement page.
- Will be drafted and approved by the principal or principal nominee prior to publication.
- Only advertisements that are considered appropriate for the students, school or local community will be approved.

COMMUNITY NEWS WITHIN THE NEWSLETTER

Items accepted will be those that are 'Not for Profit' and of community interest or concern, such as church organizations, neighbouring schools, kindergartens, junior sporting clubs (run by volunteers) and the like.

- Community News items will be exempt from payment.
- Items will be published when space permits, at the discretion of the principal or principal nominee.

ATTACHMENTS / FLYERS

- Only school related attachments will be permitted to go out with the weekly newsletter.
- All school related attachments are to be lodged to the school office by Tuesday 9am of the weeks preceding publication.

EVALUATION

This policy will be reviewed as part of the school's three year review cycle.

This policy was last ratified by School Council in 29/11/2016
