

AVON MAITLAND DISTRICT SCHOOL BOARD

ADMINISTRATIVE PROCEDURE

NO. 590

SUBJECT: Advertising

Legal References:

Related References: *Board Policy 2 Trustee Job Description; Ministry of Education, Memo B*

Board Policy 2 states that the Avon Maitland District School Board is committed to using advertising for the purposes of informing and educating the public, and to create awareness of education programs, services, issues, events and community activities of specific interest or benefit to students and families.

The purpose of this administrative procedure is to provide guidance to staff in determining the purpose for advertising, and the procedures to be used in placing advertisements.

1. Acceptable Purposes

Acceptable reasons for board advertising include:

- a) school registration, including kindergarten registration
- b) program offerings
- c) extracurricular activities
- d) public consultations
- e) employment opportunities
- f) requests for tenders for goods and services
- g) school board accountability to the public (for example, annual publication of board financial statements)

2. Procedures

- 2.1 All board advertising must be coordinated through the communications department of the board. All advertising orders must be approved by the manager of communications or designate.
- 2.2 The originating department will provide the draft advertising copy. The most cost effective size for the advertisement, the publications in which it will be placed and the dates it will be published will be determined in consultation with the communications department.
- 2.3 The department head or designate must sign the copy authorizing the order to be placed. A current advertising rate for each publication will be maintained by the communications department. The department's internal billing account code must also be included with the order.
- 2.4 The completed forms and ad copy must then be approved by the manager of communications. The communications department will layout and verify that the ad conforms to accepted standards.
- 2.5 The communications department will submit the approved advertisement to the appropriate papers.

- 2.6 All advertising done using board money, or monies raised under the auspices of the board (e.g., government grants) must include an authorized version of the AMDSB logo and the names of the director of education and current chair of the board.
- 2.7 The ad copy will be returned to the department drafting the advertisement for final proofing and sign off after the design and layout are finalized.
- 2.8 Each budget year, departments requiring advertising funds are asked to submit an estimated budget for the coming fiscal year. The department advertising budgets will also include staff recruitment and other advertising using the appropriate budget codes.
- 2.9 Based on these budget submissions the board will be able to establish an annual central administration advertising budget enabling expenditures to be tracked more easily.