

CORPORATE SERVICES

Advertising

1.0 Definitions:

Advertising is used for the purpose of public education, public awareness as it relates to Board programs, services, events, issues and opportunities for public participation and input. All Board advertisements must relate to Board programs, activities, services and events of specific interest to students and families.

2.0 Conditions:

Advertising for the purpose of solicitation (e.g.: fundraising) is prohibited.

All advertising must be compatible with the Board's mission statement, policies and curricular goals.

The communications department is responsible for Board advertisements in consultation with relevant departments. The communications department must approve all Board advertisements, with the exception of tenders and posting of vacancies.

All advertisements placed must bear the Board's Website address and its logo according to DDSB Corporate Identity Standards.

Advertising placement should maximize cost efficiency and audience reach obtaining optimum value and/or service for best overall price. Advertising must be timely and utilize locally oriented media wherever possible. If, under special circumstances, it is deemed to be in the best interest of the Board, by the Director of Education, other advertising venues may be used.

Advertising will be supported by other communications activities such as news releases, Board Website, school newsletters, school Websites, Board newsletters and other available means of Board communication.

Advertising will be monitored by the communications department in consultation with any relevant departments for overall effectiveness.

Appendix:

None

Effective Date

2007-02-14

Amended/Reviewed

2023-04-03