



ABERFELDIE PRIMARY SCHOOL

Advertising in Newsletter Policy

The Aberfeldie Primary School (APS) newsletter is published fortnightly. It is an important medium for communication with our school community.

There has been a growing interest from local businesses, community and sporting groups to be represented in our school newsletter. This policy outlines the requirements for advertisements, including exclusions, terms and conditions and associated costs.

Who can advertise?

Any advertiser should be a reputable person/organisation whose public image, products and services are consistent with the values, goals and specific policies of public education and Aberfeldie Primary School. All judgement on who can advertise is at the discretion of Aberfeldie Primary School.

What cannot be advertised

- Companies connected to fast food, tobacco, alcohol, gaming
- Private tuition companies, as this implies that the education provided by our school is not sufficient.
- Companies not eligible due to exclusive agreements with like companies.

Advertisement placement and distribution

A maximum of two pages of external advertising will feature in each edition of the newsletter. All advertisements will be published on the pages immediately preceding the back cover. The order of advertisements is at the discretion of the school. The newsletter will be published on the school website and App, with print version distributed to eldest student in each family in the school. It will remain available for viewing and download on the school website for a minimum of three months.

The following disclaimer will appear in the newsletter "Aberfeldie Primary School's newsletter contains paid advertisements which assist with the cost of publication. The publication of such advertisements does not imply endorsement of any product or service by the Victorian Department of Education and Early Childhood Development.

Cost

The cost listed below is for one edition of the school newsletter.

- A6 page (quarter A4 portrait orientation) - \$35 + GST
- Business card size (portrait orientation) - \$20 + GST
- A5 (half Page) portrait orientation) - \$60 + GST
- A4 (whole page) portrait orientation) - \$120 + GST

For full term advertising of any of the above a 50% discount will be applied. Payment will be required prior to advertising.

Application for advertising

1. Email your advertisement accompanied by a request to advertise in the school newsletter and the desired size of the advertisement.
2. The eligibility of your advertisement will be assessed and if your advertisement is deemed eligible you will be emailed with the details of payment requirements.
3. On receipt of payment by the school's nominated date, you will be notified of the placement of your advertisement. A link to the school's newsletter will be emailed to you when the edition has been published

Please Note: It is the advertiser's responsibility to check the accuracy of the information and images on the advertisement and to seek approval for publication of any images including minors.

Not-for-Profit Community Groups

There will be limited space available for Not-for-profit local community groups to advertise in the newsletter at no cost. Advertising will need to be relevant to the school community and placement in the newsletter will be at the discretion of the school.

Leaflets & Flyers for not-for-profit community groups may also be left at the office to be placed in reception or distributed to students at the discretion of the school.

Sponsors

Sponsors of school events, e.g. Fete, Trivia Night will be included in the newsletter at no cost as a thank you for their support. Brochures or flyers may also be left at reception for a reasonable period after the event.

This policy was reviewed August 2018