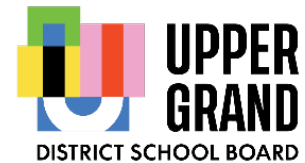


Advertising Expenditures Procedures 704-A



Category: Finance
Administered by: Chief Financial Officer
Services
First Adopted: March 2007
Revision History: September 2013, June 2023
Next Review: 2027-28 School Year

1. General

- 1.1 The outcomes of advertising campaigns will be documented as necessary to ensure fiscal and public accountability.
- 1.2 When placing advertising, due consideration will be given to the use of local media based on the target audience, the nature and scope of the advertising and cost efficiency.
- 1.3 The use of non-local media will be based on the target audience, the nature and scope of the advertising, with due regard for cost efficiency.
- 1.4 Where appropriate, the board and schools will use their websites as vehicles for communicating messages, which will help ensure target audiences are reached in a cost-efficient manner. Policy 312 Website and Social Media Management will be applied.
- 1.5 Advertising campaigns by board departments and schools may be individually planned or be part of a wider communications strategy.
- 1.6 All advertising will be approved by the appropriate department supervisor or senior administrator.
- 1.7 The Communications Manager will provide advice and assistance in the development and placement of advertising as requested.