



## **Newsletter Advertising**

The Schofields Public School 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 Schofields Public School. All judgement on who can advertise is at the discretion of Schofields Public 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 good enough.

### **Advertisement placement and distribution**

The order of advertisements is at the discretion of the school. The size of the advertisement is dependent on the available space. The newsletter will be published on the school website and sent to all families via our school app with a limited print version distributed to a small number of families. 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 "Schofields Public School's newsletter contains paid advertisements which assist with the cost of publication. The publication of such advertisements does not imply endorsement or recommendation of any product or service by the NSW Department of Education or Schofields Public School".

### **Cost**

The cost is \$30 + GST (\$33.00) for one edition of the school newsletter. Consideration will be given to waiving this fee for local not for profit groups.

### **Application for advertising**

1. Please email your advertisement as an attachment as a PDF or picture file. Accompany this email with a request to advertise in the school newsletter.
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.

N.B Please note it is the advertisers responsibility to check the accuracy of the information and images on the advertisement and to seek approval for publication of any images including minors.