

kind benefits to be received through such revenue advertising, and the terms of written agreements for such revenue advertising, are subject to approval by the District's purchasing & materials manager.

The director of communications is authorized to permit District-wide revenue advertising in accordance with the terms and conditions of this policy unless otherwise determined by the Board of Education or superintendent. The appropriateness of revenue and/or in-kind benefits to be received through such revenue advertising, and the terms of written agreements for such revenue advertising, are subject to approval by the District's purchasing & materials manager.

Revenue advertising agreements shall be in writing. The term of all revenue advertising agreements either shall not exceed one year, or shall be subject to cancellation without penalty in the District's sole discretion at least annually, unless otherwise approved in writing by the Board of Education or superintendent. When there is insufficient space or time available to simultaneously accommodate all appropriate revenue advertising requests in a particular District venue or media, the administrator authorized to permit such revenue advertising agreements shall develop written guidelines to provide an equitable schedule for the different advertisers to access such venue/media.

Every reasonable effort shall be made to maximize the revenue and in-kind benefits resulting from revenue advertising agreements. Use of the revenue and in-kind benefits from revenue advertising at or related to a particular school shall be subject to approval by the Board of Education or superintendent.

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Advertising notices, signs and posters no larger than 2 feet x 3 feet may be posted in cafeterias, lobbies, indoor common areas and hallways in accordance with written guidelines developed by the school principal.

Advertising signs and banners may be posted in school gymnasiums and at outdoor athletic facilities in accordance with written guidelines developed by the principal at each school.

Advertising may be displayed on scoreboards at schools and other District sites in accordance with written guidelines developed by the director of communications, who shall be responsible for securing such advertising. Revenue and in-kind benefits from advertising on scoreboards shall be used to offset the cost of scoreboards, other athletic fixtures and athletic facilities across the District.

Adopted by Superintendent: October 25, 2010

Revised by Superintendent: October 1, 2012

Revised by Superintendent: August 19, 2013

CROSS REFS:

CA, District Governance

EHA, District Information Technology

KF, Use of District Facilities

KHC, Distribution/Posting of Non-District Communications