



## ADVERTISING POLICY

### ADVERTISEMENTS IN BIS WEEKLY NEWSLETTER

- ⊗ The inclusion of advertisements in the newsletter is not a priority for the newsletter as there is little benefit to be gained, financial or otherwise.
- ⊗ Advertisements may not conflict with the School's ethos and values: for example, alcohol or tobacco related advertising will not be permitted.
- ⊗ Advertisements must be appropriate to the developmental stages within the School.
- ⊗ All advertisements must be submitted to the Marketing Officer by Monday 12h00 for approval by the School's Management Team on Tuesday.
- ⊗ All advertisements must be approved at the School's Management Team meeting prior to publication.
- ⊗ Advertisements that have been approved will be published in the newsletter on Friday.
- ⊗ Advertisements that have not been approved will receive a follow-up email from the Marketing Officer.
- ⊗ The 2013 charge for advertisements is R200.00 per insert (applicable to external advertisers) and R50.00 for parents of the school.
- ⊗ The R50.00 advertising cost for parents pertains only to parents of the School wishing to advertise their businesses.
- ⊗ All other parties will be charged the R200.00 advertising fee.
- ⊗ Advertisements run for a period of one (1) week only.
- ⊗ Advertisements may not exceed 8cmx7.5cm in size (portrait or landscape).
- ⊗ Charitable events and causes (as approved by the School's Management Team) are a nil charge.
- ⊗ Please note that all Charities must be registered with the South African Government Services as a non-profit organisation.
- ⊗ The charges will be reviewed annually.
- ⊗ No more than one charitable event or cause may be advertised in the newsletter every week.
- ⊗ Advertisements may not solicit donations directly.
- ⊗ Payments for advertisements must be made according to the following regulations:
  - Payment must be made in advance and must reflect in the School account before being published.
  - Proof of payment must be forwarded to the Newsletter Editor (Marketing Officer).
  - Name, surname and the word 'advert', must reflect on the bank statement.
  - Payments must be made by electronic funds transfer (eft) through the School's bank account.
  - No cash payments will be accepted.
- ⊗ Advertisements will be published in a separate section at the end of the newsletter, which will carry a disclaimer stating that the School does not support endorse the products or services advertised.

### ADVERTISEMENTS ON BIS FACEBOOK AND OFFICIAL WEBSITE PAGES

- ⊗ Only Blouberg International School Community related activities, events and news will be advertised on Facebook and the School's website.
- ⊗ No other advertising of any kind is permitted or will be entered into.

### FLYERS – ELECTRONIC AND HARD COPY

- ⊗ The School will no longer permit the distribution of flyers and notices, unless they are directly linked to the School's activities, interests, events and initiatives, eg. Blouberg International School Parents Association fundraising, School driven social responsibility and community projects, community notices and general school notices, which have all been approved beforehand by the School' Management Team.