

## ADVERTISING POLICY

- 1) Advertising of children & family related events and activities will take the form of a listing at the end of the bi-monthly school newsletter. The heading 'Out of School Activities/Events' separating it from the main body of the newsletter (format details below).
- 2) The school newsletter will not include any other advertisement format or circulate leaflets and flyers.
- 3) The listings will be placed in order by date.
- 4) The school must ensure that the events and activities they advertise or advocate respect the principles of Melrose Primary School: the subject matter and language should not be misleading, offensive or harming to the children or families.

If the administration staff are in any doubt about whether the listing is appropriate they should seek the views of a member of the Senior Management team plus two members of the Parent Council: Chairperson/Depute and one other member of the Parent Council, who will make the final decision. The trader will be informed as to whether their listing will appear in the next issue of the newsletter.

- 5) A flat charge of £20.00 per listing will be charged. Payment to be received prior to publication. Revenue generated will go towards Parent Council funds. The charge will be evaluated at the end of each school year.
- 6) The Big Space, local churches, playgroups and Mothers & Toddlers groups will be exempt from any charge.

Format

Main title - bold caps

Date, Time - Event, Place - bold sentence case

Description - Regular sentence case, max 50 words.

**SAMPLE**

### **OUT OF SCHOOL ACTIVITIES/EVENTS**

**Wed 8 Oct, 7.30pm - Make-up evening, Morrison Hall, St Mary's, Melrose.**

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