

General Information Online advertising is a form of promotion that uses the Internet and World Wide Web for the express purpose of delivering marketing messages to attract customers. The major benefit of online advertising is the immediate publishing of information and content that is not limited by geography or time. The District's schools will be permitted to use online advertising as a revenue-generating resource.

Definitions For the purpose of this regulation, the following definitions will apply.

Banner Advertisement A banner advertisement is typically a horizontal advertisement of 728 x 90 pixels placed at the top of a web page. The location of the advertisement will determine how much it will cost (e.g., all pages on the website, only the home page of the website, on sub-pages or channels, or perhaps rotating banner advertisements that change after several seconds or only change when the page is refreshed).

Button Advertisement A button advertisement generally appears in the right column of a web page but could appear anywhere that the page layout accommodates this style of advertising. The size of a web button advertisement is generally a small square (120 x 120 pixels). Although small, some branding is possible. Pricing will vary upon location and time available.

Sidebar Advertisement A sidebar advertisement (also called skyscraper ads) is vertical, not horizontal, and sizes vary. The cut could be 120 pixels wide by 600 pixels high. Sidebar advertisements provide more room and make it easier for an advertiser to include branding. The location on the page and how long the advertisement is visible will affect the price of the advertisement.

Text Block Advertisement Text block advertising allows the use of text and/or images, can be any size, and can be a low-key and low-cost way for advertisers to buy space on a site. Text blocks can include links or a short block of text with links.

Web Page Sponsorship Web page sponsorship is another way of packaging advertising of a business or organization on a website. It may include one advertisement or multiple advertisements in any format or location and involve one business or multiple businesses. Sponsors may receive a break on the cost of web advertising if they select multiple advertisement packages and will be allowed to advertise in multiple locations on the site.

Types of Advertising Online advertising will be limited to three ads per page. The types of advertising that are permissible are:

- Banner advertisements;
- Button advertisements;

- Sidebar advertisements;
- Text block advertisements; ads that are only text, with a header and short teaser copy below; maximum three ads per block; and
- Web page sponsorships.

**Sales and
Conditions of
Advertising**

Online advertising on individual school websites must have the prior approval of the principal. For school websites, the principal will be deemed the Superintendent's designee and is responsible for the advertising content on an ongoing basis.

**Conditions of
Advertising**

Online advertising will be allowed on individual school websites and must be approved by the Superintendent or designee.

Advertising Revenue

Revenues earned from school advertising will be deposited into a campus activity fund used to support authorized school activities.

**Advertising
Guidelines**

Advertising subject matter, form, size, wording, illustration and typography will be subject to the approval of the Superintendent or designee. The Superintendent or designee will have the right to reject or omit any advertisement that, at his or her sole discretion, is considered unsuitable for any reason or contrary to the policies of the District as follows:

1. All advertisements must be submitted to the Superintendent or designee in accordance with administrative regulations.
2. Using the standards found in this regulation, the Superintendent or designee will approve or reject the submitted advertisement within ten school days of the time the advertisement was received.
3. Only advertisements for commercial businesses and nonprofit entities, whose primary purpose is serving children, will be considered.
4. An advertisement will not be approved if:
 - a. The advertisement is obscene or vulgar.
 - b. The advertisement endorses actions endangering the health or safety of the public.
 - c. The advertisement promotes use of alcohol, cigarettes or other tobacco products, illegal drugs, or other controlled substances.
 - d. The advertisement would violate the intellectual property rights, privacy rights, or other rights of another person.

- e. The advertisement contains defamatory statements about public figures or others.
- f. The advertisement advocates imminent lawless or disruptive action and is likely to incite or produce such action.
- g. The advertisement scurrilously attacks ethnic, religious, or racial groups or contains content aimed at creating hostility and violence and would materially and substantially interfere with the rights of others.
- h. There is reasonable cause to believe that the advertisement would result in material and substantial interference with the rights of others.
- i. The advertisement is political, including advertising for or against political candidates, or for or against political propositions and/or referendums.
- j. The advertisement promotes food products that are at variance with national school nutritional standards as set forth in regulations implementing the Healthy, Hunger-Free Kids Act of 2010, or other appropriate nutritional guidelines.
- k. The advertisement is for adult entertainment or sexually oriented businesses of any sort.

[See GKB(LOCAL)]

Appeals

Decisions made by the administration in accordance with the regulation may be appealed in accordance with the appropriate District complaint policy. [See GF]

Contractual Agreement

The Superintendent or designee will develop, implement, and execute a general contract agreement template for advertisers, which will include pricing that may be subject to change. All individual contracts are subject to review and approval by the District's Legal Services Department.

Default of Contract

The District reserves the right to unilaterally terminate an advertisement contract at any time upon default by the advertiser in paying advertising invoices submitted by the District or if the advertiser uses unapproved advertisements.

Consultation

The regulation does not require consultation.

Maintenance Responsibility

The chief communications officer, Office of Communications, is responsible for the maintenance of this regulation.