

# **TADWORTH PRIMARY SCHOOL**



## **ADVERTISING POLICY**

**Spring 2022**

# **Tadworth Primary School**

## **Advertising Policy**

### **Statement of Policy**

Tadworth Primary School's mission is to advance the education of the pupils at the school by providing and assisting in the provision of equipment and facilities for education which at times is not funded via delegated funding. Therefore we accept advertising and marketing to support our mission. This policy has been established by Tadworth Primary School to govern advertising (including on its website and in newsletters/correspondence from the school). It outlines what is accepted and how advertisements are displayed and removed by the School. For these purposes, "Advertising and Advertisements" mean all forms of advertising and sponsorships for which Tadworth Primary School receives compensation.

### **Types of Advertising**

Tadworth Primary School has sole discretion to determine the types of advertising that will be accepted and displayed. Tadworth Primary School reserves the right to decide how the advert will be displayed and the advertiser will be informed.

Tadworth Primary School does not review or endorse any products or services that are advertised. In no event shall Tadworth Primary School's acceptance of any advertisement be considered an endorsement of the product or service advertised or for the company that manufactures, distributes, or promotes such product or service.

Tadworth Primary School will not accept advertising that, in the opinion of Tadworth Primary Schools, is not factually accurate. In addition, advertising must not contain false or misleading claims or offensive material, including material that misrepresents, ridicules or attacks an individual or group on the basis of age, colour, national origin, race, religion, sex, sexual orientation or handicap.

Tadworth Primary School will not accept advertising related to any of the following: alcohol, firearms, ammunition, fireworks, gambling, pornography, tobacco.

Advertising also must not promote products that are illegal or whose distribution would violate the law, advocate a political, religious or controversial public position or candidate for public office, make health claims that are not adequately substantiated.

Tadworth Primary School maintains a distinct separation between advertising and editorial content. If an advert involves clicking on the ad that will link to an advertiser's site then Tadworth Primary School is not responsible for the content on the advertiser's site.

It is the responsibility of the advertiser to comply with all applicable laws. Tadworth Primary School assumes no obligation to monitor its advertisers' compliance with applicable laws and regulations; however, if Tadworth Primary School becomes aware of any breach or potential breach of any applicable law or regulation or of these guidelines, Tadworth Primary School may remove the advertising.

No advertising shall be permitted which may injure the good name or reputation of Tadworth Primary School.

### **Cost of Advertising**

The school will not expect payment for community events or not for profit organisations which it agrees to advertise. Examples of these may include but are not limited to:

- Church groups
- Local sporting clubs
- Support groups
- Local community events
- Government and community services

The school may choose to allow companies who support the school by providing a service to advertise free of charge.

The school will accept paid advertisements from local companies/organisations that are consistent with the values and goals of Tadworth Primary School. Examples of these may include but are not limited to:

- Holiday clubs
- After school activities
- Local businesses with a connection to the school
- School or children connected trades and services

All advertisers will be treated and offered the same price as follows:

- Half or full page advert in the electronic newsletter - £10.00 (maximum 3 per term)
- Half or full page advert repeated in three consecutive newsletters - £25.00

- There may be rare occasions when sets of flyers are accepted-for classroom distribution. This method of advertising is discouraged and will only be accepted with the specific approval of the bursar or Headteacher - £50.00 per set.

## **Modes of Advertising**

### Class distribution

Flyers for class distribution will only be accepted if they are in bundles of 30, a standard fee of £50 applies to each set (one set for each of 14 classes). The school cannot be held responsible for any children not taking the flyer home.

### Newsletter advertisements

All advertisements will appear on the back pages of the weekly electronic newsletter. This will be limited to a maximum of six pages worth of advertisements in any given week's newsletter. Each newsletter will include the disclaimer "Tadworth Primary School newsletter contains paid advertisements, the publication of such advertisements does not imply endorsement or responsibility of any product or service." The Headteacher or Headteacher's nominee reserves the right to accept or reject applications for advertisements to be placed in the newsletter.

## **Other Modes of Advertising or Sponsorship**

This policy does not cover other modes of advertising such as sponsorship of PTA events.

## **Policy review**

Tadworth Primary School has sole discretion with respect to interpretation of this policy and all other issues associated with Advertising on Tadworth Primary School property. Tadworth Primary School may change this policy at any time in its sole discretion. If Tadworth Primary School makes changes to this policy, the updates will be posted on the school website.

Agreed and adopted	Spring 2022
Review date	Spring 2024



# TADWORTH PRIMARY SCHOOL

## Advertising Booking Form

Company name: \_\_\_\_\_

Address: \_\_\_\_\_

Email: \_\_\_\_\_

Phone number: \_\_\_\_\_

Contact name: \_\_\_\_\_

Advertising option:

☐

Option 1 @ £10.00 single insertion in weekly newsletter.

☐

Option 2 @ £25.00 insertion in three consecutive newsletters.

☐

Option 3 @ £50.00 set of class flyers for classroom distribution.

Payment method: ☐ Cash ☐ Cheque ☐ Bank transfer

**Note:**

- Please limit the wording to ensure your advertisement is clear
- All flyers must be in bundles of 30 (14 bundles required)
- Advertisements for the electronic newsletter need to be emailed to [info@tadworthps.surrey.sch.uk](mailto:info@tadworthps.surrey.sch.uk)
- Bank details for bank transfers: Tadworth Primary School Sort code – 30-90-44 Account number 18310960
- Cheques made payable to Tadworth Primary School

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**Office use only:**

Payment received on: \_\_\_\_\_ Amount received: \_\_\_\_\_

Advert placed: \_\_\_\_\_ (Date & location)

\_\_\_\_\_ (Date & location)

\_\_\_\_\_ (Date & location)