

## **Advertising in Schools**

Mapleton Public Schools (the “District”) may seek to enhance revenue through the marketing of advertisement space. All such advertising will meet standards of good taste as well as the criteria of propriety as determined by the Superintendent (or designee). All advertising and marketing shall be age appropriate and otherwise appropriate for the school environment. Advertising must promote products and/or services that are consistent with the mission of Mapleton Public Schools and shall express the advertiser’s support of the District and/or its mission.

There will be no marketing efforts that promote products or services that are inconsistent with the mission and image of Mapleton Public Schools, including but not limited to: alcoholic beverages, cigarettes, illegal drugs, religious or political interests, or other controversial items as identified by the District.

Any potential advertiser shall consult with the communications department and obtain written approval from the Superintendent (or designee) for all advertising materials.

*Adopted August 27, by the Board of Education for Mapleton Public Schools.*

### LEGAL REFERENCES:

C.R.S. § 22-1-120 (*rights of free expression for public school students*)

### CROSS REFERENCES:

JICEA: School-Related Student Publications