

Book	Policy Manual
Section	(H) PROPERTY
Title	Policy H113 - Commercial Advertising
Code	H113
Status	Active

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Section: Property
Commercial Advertising

The purpose of this policy is to permit selected commercial advertisements on EASTERN property. The Board also recognizes that in certain instances and within certain limitations, it may be in the best interest of EASTERN to enter into relationships with corporations, businesses, and community-based organizations for exclusive advertising rights.

This Policy does not, nor does it seek to, create a forum for all types of advertising or to provide a general public forum for purposes of communication. Rather, recognizing the special nature and function of the public school setting and only to the extent that it does not interfere with the same, the intent is to make use of a limited portion of EASTERN's property in order to generate financial support from commercial sponsors for District programs and activities.

"Commercial advertising" means promotion of products, services and other promotional opportunities.

Only commercial advertising, whether by for-profit or not-for-profit entities, is permitted. Noncommercial advertising is barred to maintain EASTERN's position of neutrality on political, religious and other public issues.

The Director shall review all proposed agreements to ensure compliance with this Policy.

In the absence of express written agreements with other organizations, such as the EASTERN Foundation, revenues generated from commercial advertising shall be used for the sole benefit of EASTERN and be deposited into the general fund and shall not be tendered with restrictions.

Adopted: 9/9/15

See also:
DP H113 - Commercial Advertising