



Niagara Catholic District School Board
ADVERTISING EXPENDITURE POLICY
STATEMENT OF POLICY

600 – Business Services

Policy No 600.5

Adopted Date: March 27, 2007

Latest Reviewed/Revised Date: March 18, 2014

In keeping with its Mission, Vision and Values, the Niagara Catholic District School Board recognizes the value of advertising for the purpose of informing and educating the public, creating awareness of education programs, services, issues, events and community activities, which creates a benefit to students, parents/guardians, staff, Catholic school supporters, and community stakeholders of the Niagara Catholic District School Board.

Board advertising refers to system wide announcements, postings and promotional publications of events, programs, services, employment opportunities, and other promotional campaigns, which are disseminated through the media, including television, radio, newspapers, magazines, flyers, billboards, and various social media networks.

The Board supports advertising expenditures directed at the implementation of specific business practices of the Board such as, but not limited to advertising for the recruitment of staff, tendering for goods and services, and Board publications.

The Director of Education will issue Administrative Procedures for the implementation of this policy.

Reference

- **[Broader Public Sector Accountability Act, 2010](#)**
- ***Niagara Catholic District School Board Policies/Procedures***
 - [Accessibility Customer Service \(800.8.1\)](#)
 - [Accessibility Standards Policy \(800.8\)](#)
 - [Employee Code of Conduct and Ethics Policy \(201.17\)](#)
 - [Purchasing/Supply Chain Management Policy \(600.1\)](#)



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ADMINISTRATIVE PROCEDURES

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1. All Board advertising and Board promotions shall be coordinated through the Board Services & Communications Department.
2. Due diligence is to be used in the selection of the appropriate media, in order to minimize the cost and maximize the efficiency and the effectiveness of the advertising.
3. All Board advertising must be approved by the Manager of Corporate Services and Communications in order to ensure that the nature and extent of the campaign are appropriate and consistent with the Mission, Vision and Values of the Board.
4. All Board advertising campaigns must present objective, factual and explanatory information on verifiable facts in an unbiased, fair and equitable manner.
5. All Board advertising must comply with any applicable laws and regulations.