



SECTION:	General School Administration	APPROVAL DATE:
SUBSECTION:	Management of School Board	June 11, 2007
POLICY NAME:	Advertising	LAST REVISED:
POLICY NUMBER:	R.GSA.H.1	June 11, 2007

The Wellington Catholic District School Board shall only permit the use of Board funds for the purpose of advertising based on the following regulations:

1. Board wide advertising shall be paid for from the approved Board's annual budget.
2. Board wide advertising shall be done in a cost effective manner and in accordance with the Board's purchasing policy.
3. Advertising by the Board will present objective, factual and explanatory information based on verifiable facts.
4. The Board will not engage in advertising where the sole objective of the advertisement is to encourage students of a coterminous board to register as a Wellington Catholic District School Board student.