

**ADVERTISING PROCEDURES**

1. Advertising rates will be reviewed and established periodically by the Chief Operating Officer, or designee.
2. Discounts or premiums from the published rate may be negotiated by the Chief Operating Officer or designee based on market conditions, multi-year agreements, or purchase of multiple advertising locations.
3. All terms and conditions in placing an advertisement shall be established in a sponsorship agreement as approved by the Superintendent of Schools. Agreements may be subject to further approval by the Board of Education as required by policy DHA, Contracts/Signing Authority.
4. On a limited basis the District may accept goods or services from a vendor in lieu of direct cash revenue. The scope and value of such goods or services shall be outlined in the sponsorship agreement.

**Legal Reference:**

*Legal References Disclaimer: These references are not intended to be considered part of this policy, nor should they be taken as a comprehensive statement of the legal basis for the Board to enact this policy, nor as a complete recitation of related legal authority. Instead, they are provided as additional resources for those interested in the subject matter of the policy.*

Board Approved:       02/08/2010  
                                  07/24/2023