



## **POLICY**

**SUBJECT:       ADVERTISING EXPENDITURES FOR PUBLIC INFORMATION AND AWARENESS**

It is the policy of the Lambton Kent District School Board to incur advertising expenditures in support of public awareness and the sharing information in the following areas only:

- a) school registration including kindergarten registration
- b) program offerings
- c) extracurricular activities
- d) public consultations
- e) employment opportunities
- f) requests for tenders for goods and services
- g) school board accountability to the public
- h) system and business communications
- i) facility enhancements

Implementation Date: March 27, 2007  
Reviewed: November 8, 2011  
Revised: January 28, 2015  
Reviewed: November 13, 2018

Reference: Ministry of Education School Board Expenditure Guidelines