

McKenzie PTA 2011-2012

Advertising Policy

I. Advertising to the McKenzie community shall be limited to the following established McKenzie PTA programs:

- a. Grocery Dollars
- b. Box Tops
- c. Advertising provided in exchange for the donation of goods and services to a McKenzie School event (see # 2 below), and
- d. The Variety Show Ad Book (see # 3 and #4 below).

II. Companies who donate goods or services to a McKenzie School event are able to receive free advertising in exchange for their generosity at the discretion of the event's Committee Chair. **This advertising should be limited to posters and flyers approved by the Principal that advertise the event and do not extend beyond the date of the event. Approved communication venues include: (a) the event itself, (b) the PTA Website, and (c) the PTA Bulletin Boards;** however, references to the business that advertises may only be made in tandem with publicity for the event. Free-standing ads that do not reference the event are not permitted in the above communication venues.

III. Advertisements from companies that do not donate a product or service shall be limited to the Variety Show Ad Book where companies will be welcomed to purchase formal ad space to market their product or business. Ads that promote special interest groups, are political in nature, or promote the use of alcohol are not permitted.

IV. Paid or donated advertisements are not allowed on merchandise, clothing, or spirit wear sold by the PTA. In addition, paid or unpaid product placements in the Variety Show are not permitted nor are printed advertisements on tickets to PTA events.