

**ST. CLAIR CATHOLIC DISTRICT SCHOOL BOARD  
POLICIES AND PROCEDURES  
SECTION B: ADMINISTRATION**

<b>ADVERTISING IN SCHOOLS</b>	<b>PROCEDURE</b>
<b>EFFECTIVE:</b> 2000 12 01 / 2006 11 21 / 2011 09 13 / 2016 11 22	

**ADMINISTRATIVE PROCEDURES:**

**1.0 Responsibility**

- 1.1 The principal shall be responsible for carrying out the requirement that advertising in schools adheres to this policy.

**2.0 Expectations**

- 2.1 Commercial advertising shall be limited to calendars, book covers, year books and parent-teacher manuals, as approved by the principal.
- 2.2 Commercial advertising beyond the scope of 2.1 requires the approval of the Superintendent of Education.

**3.0 Additional Information**

- 3.1 The St. Clair Catholic District School Board is committed to the principles of equity and inclusive education, consistent with our Catholic teachings, which value and promote human rights and social justice in all Board policies, programs, guidelines, operations and practices.