



# Northeastern Catholic District School Board

## ADVERTISING

**Policy Number: B-15**

**Authority: 05-154/14-102/17-120/20-69**

### POLICY STATEMENT

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The Northeastern Catholic District School Board (NCDSB) is committed to using appropriate measures to inform, educate and create awareness of education programs, services, issues, events, and community activities. Advertising campaigns of the NCDSB will be used to support the achievement of the multi-year strategic plan and the vision and mission statements of the Board.

### REFERENCES

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NCDSB Policy  
B-8 Purchasing  
NCDSB Administrative Procedure  
APB008 Purchasing

### DEFINITIONS

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#### ADVERTISING

The promotion of any product, service, organization, agency or program including those approved for the purpose of conducting the business of the Board.

### POLICY REGULATIONS

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- 1.0 Advertising must be appropriate and compatible with the mission statement, organizational values, goals and strategic priorities of the Board.
- 2.0 All advertising campaigns shall comply with applicable laws, regulations, and related NCDSB policies.
- 3.0 Appropriate budgetary limits for advertising will be established through the annual budget exercise.
- 4.0 Board staff shall exercise diligence in determining the advertising medium to ensure maximum cost efficiency.
- 5.0 Advertisements will not be used for targeted recruitment of students from other school districts or for purposes prohibited by law.