



RIVERSTONE PUBLIC SCHOOL

Policy:

Newsletter Advertising

Index

Clause	Item	Page
1.0	Rates	1
2.0	Disclaimer	1
3.0	Advertising Space	1
4.0	GST	1
5.0	Not For Profit Organisations (NFP)	2
5.1	Definition	2
5.2	Conditions	2
6.0	Commercial Entities	2
6.1	Definition	2
6.2	Conditions	2
7.0	Conflict of Interest	2
7.1	Private Schools	2
7.2	Public Schools	2
8.0	Cooperation & Opportunity	2

*R*iverstone
PS

NEWSLETTER ADVERTISING

1.0 RATES

Schedule 1

TERM RATES			
SIZE	DURATION	COST	COST +GST
Business Card (1/8 th page)	1 school term (fortnightly publication)	\$30.00	\$33.00
Business Card (1/8 th page)	1 off only (1 publication)	\$10.00	\$11.00
Quarter page	1 school term (fortnightly publication)	\$60.00	\$66.00
Quarter page	1 off only (1 publication)	\$20.00	\$22.00
YEALY RATES (includes 10% discount)			
SIZE	DURATION	COST	COST +GST
Business Card (1/8 th page)	4 school terms (fortnightly publication)	\$108.00	\$118.80
Quarter page	1 school term (fortnightly publication)	\$216.00	\$237.60
<i>Organisations wishing to advertise for a period of 1 year, receive a 10% discount as indicated above.</i>			

2.0 DISCLAIMER

A disclaimer is to be placed on the Newsletter page containing advertising, stating that:-

The inclusion of any advertising does not constitute or imply endorsement, sponsorship or recommendation thereof by the Riverstone Public School.

3.0 ADVERTISING SPACE

Advertising will be limited to not more than 2 pages per fortnight.

4.0 GST

GST is required to be paid for advertising income as it can not be deemed a donation under Federal Tax Laws.

5.0 NOT FOR PROFIT ORGANISATIONS

5.1 Defined as:- Cubs, Scouts, Girl Guides, Churches, Sporting Clubs and Service Clubs (i.e. RSL, Rotary, Lions Club etc)

5.2 Conditions:-

- Not For Profit (NFP) Organisations - will not be required to pay the above minimal costs for advertising.(Ref. Schedule 1)
- The school will assist NFP organisations should they wish to leave brochures etc for distribution to students on condition that they are provided by the organisation and bundled in lots of 30.

6.0 COMMERCIAL ENTITIES

6.1 Defined as:- Not considered to be a Not for Profit Organisation

6.2 Conditions:-

- Commercial Entities - will be required to pay the above minimal costs for advertising.
- The school will charge Commercial entities \$11.00 (incl.GST) per distribution should they wish to leave brochures etc for distribution to students. Each entity must provide the brochure bundled in lots of 30.

7.0 CONFLICT OF INTERESTS

7.1 Private Schools:-

Advertising for **private schools** is deemed to be in conflict with the interests of the public education system and therefore not endorsed.

7.2 Public Schools:-

Advertising for other local **public schools** for activities that will impinge on or conflict with activities organised by the Riverstone Public School is deemed to be in conflict with the promotion of the School and therefore not endorsed.

8.0 COOPERATION AND OPPORTUNITY

- Advertising in other local **public school** newsletters for upcoming RPS activities should be considered where appropriate.
- A spirit of co-operation should be encouraged between local public schools when promoting or advertising non-conflicting activities