



ADVERTISING PROCEDURE

Adopted: FEB 2018
Review: FEB 2020

Malcolm Sargent Primary School
Empingham Road
Stamford PE9 2SR
01780 762708

- 1 The academy will never place any advertisements for any third party on its website.**
- 2 The academy will never place any advertisements for any third party in its termly newsletter.**
- 3 The academy will never place any advertisements for any third party in its bookbags.**
- 4 The academy will never place any advertisements on its noticeboards for profit-making organisations. Other advertisements and notices (including those from charitable organisations) must be of general interest to children and families and must be in accordance with the principles of Malcolm Sargent Primary School.**
- 5 The academy will not advertise any leaflets in its Reception area other than those which are beneficial to children and/or parents by providing information to them about specialist services available to them.**
- 6 The academy will not advertise any information for any third party organisations via Parentmail or other text/email messaging system.**
- 7 Information from existing providers to the academy ie sports, drama and music coaches, Acorn Childcare Centre or similar are exempt from the above.**
- 8 Information supplied to the academy from Lincolnshire County Council which includes advertising material ie Primary Times magazine is exempt from the above.**
- 9 In the event of any dispute about whether an advertisement or notice should be placed on a noticeboard or in Reception, the decision of the Principal will be final.**