



## BOARD ADVERTISING EXPENSE

Legal References: *Ministry Memo 2006:B15 – School Board Expenditure Guidelines.*  
[Accessibility for Ontarians with Disabilities Act \(AODA\)](#)

Related References: *Board Policy 2001 – Communications*  
[Visual Identity Guidelines](#)

Effective Date: *March 2007*

Revisions: *January 14, 2019, March 6, 2017, May 15, 2023*

Reviewed:

### 1. Preamble

The policy that follows provides guidelines to ensure effective management of advertising expenditures to support Waterloo Region District School Board (WRDSB)'s strategic plan, operations, initiatives and its responsibility to communicate with the public in a timely, effective and cost-efficient manner.

### 2. Advertising

2.1 Advertising is planned and executed for the purposes of:

- informing, engaging and educating the public;
- creating awareness of education programs, services, issues, events and community activities of specific interest or benefit to students and families;
- meeting provincial advertising requirements for staff positions; and
- promoting new and vacant staff positions for the purpose of effective recruitment.

2.2 Types of advertising can include:

- print (newspapers, event programs/materials, magazines)
- television (commercials, public service announcements)
- online (social media targeting, digital advertising, electronic distribution)
- signage (free standing or wall mounted)
- radio (advertisements or public service announcements on AM/FM or satellite radio)

2.3 Advertising planning will include:

- defined objectives;
- identification of specific target-groups who need information;
- determination of the most effective and cost-effective method and accessible medium to be used to accomplish the stated advertising objectives;
- whenever possible, evaluation to produce measurable outcomes as a result of advertising activities (return on investment).

2.4 Advertising should provide objective, factual and general information in an unbiased, fair and equitable manner.

### 3. Approval Process

3.1 The Chief Communication Officer must approve all advertising ensuring:

- that the most appropriate form of advertising is used to meet stated objectives;
- that it meets current WRDSB brand guidelines; and,
- that it is coordinated to provide maximum impact and cost-effective placement.