



KALBAR STATE SCHOOL

Excellence in a Supportive Environment

Newsletter Advertising Policy

Kalbar School recognises the importance of being part of the local community and encourages partnerships with local businesses and organisations. Therefore the school will place advertisements in the newsletter. This purpose of this policy is to give clarity around advertising costs and sponsoring. The costs below simply cover the school costs of reproducing your advertisement.

Chris Muir
Principal

1. Not for Profit Organisations

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|---|--------------------|
| a. Text ad with a logo image no longer than 150 words. (word doc) | Cost: free. |
| b. Pdf or jpg ad, A5 size One newsletter | Cost: \$10 |
| c. Pdf or Jpg ad, A4 size One newsletter | Cost: \$20 |
| d. Pre-printed ad for distribution (140 copies required) | Cost: free |

2. Business Advertising

- a. Businesses may discuss the possibility of partnering with the school in a sponsorship arrangement. Contact the Principal to see how a partnership could benefit both your business and the school.

For short term advertising

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| i. Text ad with a logo image no longer than 150 words. (2 Newsletters) | Cost: \$10. |
| ii. Pdf or jpg ad, A5 size One newsletter | Cost: \$10 |
| iii. Pdf or Jpg ad, A4 size One newsletter | Cost: \$20 |
| iv. Pre-printed ad for distribution (140 copies required) | Cost: \$10 |

Sending and designing your advertisement

- The Newsletter is printed on Thursday of every week excluding school holidays.
- Advertising should be sent via email to cmuir14@eq.edu before 9:30 on a Thursday morning to ensure inclusion in the newsletter.
- For bulk distribution of a hard copy advertisement, please leave brochures with administration staff prior to Thursday.
- We do not recommend providing a hard copy to be scanned due to compromising the standard of the ad.
- Advertising sent by email should be converted to pdf or jpg to ensure that the ad will look the same as your design.
- Word is not recommended except for text ads, which is preferred.