

ADVERTISING ON THE BEMIDJI SCHOOL DISTRICT WEBSITE

I. PURPOSE

The purpose of this policy is to provide guidelines for advertising on the Bemidji Area Schools' website.

II. GENERAL STATEMENT OF POLICY

It is the school district's policy that the district website shall not be used for advertising or promoting the interests of a commercial or nonprofit agency or organization online except as set forth below.

- A. Website advertisements may be accepted and published on the district website provided they receive approval from the school's Web Advisory Committee or appropriate administration. The Web Advisory Committee reserves the right to accept or reject advertisements pursuant to a determination of how an organization's mission aligns with the district's aims and goals. In no instance shall the website accept advertising or advertising images for alcohol, tobacco, drugs, drug paraphernalia, weapons, or obscene, pornographic or illegal materials. Advertisements may be rejected by the school district if determined to be inconsistent with the district's aims and goals or inappropriate for inclusion in the publication. For example, advertisements may be rejected if determined to be false, misleading, or deceptive, or if they relate to an illegal activity or antisocial behavior. The Web Advisory Committee is responsible for screening all such advertising for appropriateness, including compliance with the school district policy prohibiting sexual, racial, and religious harassment.
- B. Advertisements will be limited in both number and location. The Web Advisory Committee will establish the number of advertisements to be accepted at the beginning of each year. Advertisement locations will be chosen from pages with a District focus, and will be prioritized based upon a statistical analysis of visits received. Requests for advertisement locations outside of those set by the Web Advisory Committee will not be accepted.
- C. The inclusion of advertisements on the school district's website does not constitute approval and/or endorsement of any product, service, organization, or activity. Approved advertisements will not imply or declare such approval or endorsement. The school district may choose to include a disclaimer of support or endorsement with advertisements that appear on its website.

III. ADVERTISING RATES

Advertising rates will be set at the beginning of each fiscal year and may vary based upon page placement. Each advertiser must have a signed agreement with Bemidji Area Schools before any ad will be placed on the website.

IV. ACCOUNTING

Advertising revenues must be accounted for and reported in compliance with UFARS. A periodic report shall be made to the school board by the superintendent or designee regarding the scope and amount of such revenues.