

Frederick County Public Schools

COMMUNITY RELATIONS

Commercial Advertising

**Commercial Advertising Checklist**

All commercial advertising in any way connected with FCPS, or with any FCPS schools, departments, facilities, programs, teams, extracurricular or school-sponsored activities are subject to Regulation 622R, Community Relations- Commercial Advertising.

The following checklist provides guidance in handling commercial advertising regardless of whether a Commercial Advertising Leasing Agreement is required according to Regulation 622R, Community Relations- Commercial Advertising.

Prospective Advertiser \_\_\_\_\_

Term of Lease: Start date \_\_\_\_\_ End date \_\_\_\_\_

Initial/Date

- \_\_\_\_\_ 1. Initial contact with the prospective advertiser is directed to the appropriate individual as specified in Section X of Regulation 622R, Community Relations- Commercial Advertising.
- \_\_\_\_\_ 2. Review advertising options with the prospective advertiser.
- \_\_\_\_\_ 3. Secure a copy of the advertisement the prospective advertiser wishes to use.
- \_\_\_\_\_ 4. Secure written approval for the advertisement by the appropriate individual as specified in Section X of Regulation 622R, Community Relations- Commercial Advertising.
- \_\_\_\_\_ 5. Secure final approval for the advertisement and complete the Commercial Advertising Lease Agreement, if necessary.
  - Single-year ads and/or ads generating \$5,000 or less in revenue as outlined in Section X, Subsections A (Athletic and Other Extracurricular Venues) and B (School-Sponsored Publications) of Regulation 622R, Community Relations- Commercial Advertising shall be approved by the school principal.
  - Single-year ads and/or ads generating \$5,000 or less in revenue as outlined in Section X, Subsections C (School Buildings and School Property) and D (FCPS Internet and Websites) of Regulation 622R, Community Relations- Commercial Advertising shall be approved by the superintendent or the superintendent's designee.

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Initial/Date

- \_\_\_\_\_ 6. All multi-year ads and/or ads generating greater than \$5,000 in revenue shall be approved by the superintendent or the superintendent's designee. Such ads also require a signed Commercial Lease Agreement which shall be provided to the Executive Director of Finance or designee. A copy of the signed Commercial Leasing Agreement also shall be maintained by the FCPS contact handling the transaction.
- \_\_\_\_\_ 7. Invoices for school-based ads shall be sent to the Lessee/Advertiser by the school. Invoices for website ads shall be sent to the Lessee/Advertiser by the Finance Department.
- \_\_\_\_\_ 8. Ads shall be posted within five days of receipt of payment or \_\_\_\_\_ (date), whichever is later.

Adopted: June 30, 2011