
Purpose/Background

The Division recognizes that schools and Education Centre departments may wish to advertise events in local newspapers. To facilitate this, a discounted education rate has been established with the advertising departments of the Airdrie Echo, Airdrie City View, Chestermere Anchor, Cochrane Times, Cochrane Eagle, and Rocky View Weekly.

Procedures

1. Staff are expected to complete the appropriate ad order form located on Rocky View Schools' public website under staff forms as listed below:
 - 1.1. AF5120 RVW Ad Order Form - Airdrie City View and/or Rocky View Weekly
 - 1.2. AF5120 AE Ad order Form - Airdrie Echo
 - 1.3. AF5120 Ad Order Form - Chestermere Anchor
 - 1.4. AF5120 CE Ad Order Form - Cochrane Eagle
 - 1.5. AF5120 CT Ad order Form - Cochrane Times
2. Each order form lists specific ad sizes, costs, and publication dates.
3. Each school/department is responsible for the cost of the advertisement. Those wishing to have a specific code identified may contact the Finance Department.
4. The completed form should be sent as outlined to the desired newspaper and cc'd to the Accounts Payable department.
5. All advertisements are to be developed according to Rocky View Schools Visual Identity Manual and provided to the Communications department for awareness and/or input.

References

- Rocky View Schools Visual Identity Manual