



**KJ-R Advertising in the Schools**

2/11/19

**RATIONALE/OBJECTIVE:**

The Cobb County School District (District) recognizes concerns for the welfare of students from their entry on a school bus or school property to their return to the bus stop or when they leave school property. Part of that goal is that students and staff are not distracted from the task of learning by the presence on campus of unauthorized individuals.

Further, the District recognizes that public schools exist for the educational benefit of students. Therefore, revenues generated through commercial advertising on school campuses shall be used to help defray the cost of extracurricular and interscholastic participation for students.

**RULE:**

**A. SOLICITATION ON SCHOOL PROPERTY:**

No person, firm, corporation, or business shall enter upon school property for any purpose of selling, trading, or bartering merchandise of any kind to a student, employee, school club or student organization, nor shall any of the above enter upon school property for the purpose of soliciting money from a student, employee, school club or student organization for any purpose other than approved exceptions. The following exceptions may be permitted when approved by the Principal unless additional approval is required in the provisions below:

1. Fundraisers as permitted in Administrative Rule JHA-R (Student Activities Fund Raising);
2. Sales of approved lunchroom food service vendors;
3. Sale of class rings;
4. Sale of graduation paraphernalia;
5. Agents representing vendors that provide Board of Education approved employee benefits;
6. Vendors who the Principal invites to the school to demonstrate merchandise that the school is considering for purchase;
7. Partners in Education educational programs and activities;
8. Programs and/or activities for employees including those conducted by employees; and
9. Vendors providing services for which the school has entered into a contractual or purchasing agreement.

**B. ADVERTISING:**

**1. All Schools:**

**a. Unsolicited Materials:**

Unsolicited materials and/or products provided for distribution to students:

- (1) For-Profit Companies, Private Entities, 501 (c)(3) Entities, and Other Organizations:
  - (a) Neither materials nor products may be distributed directly to students through the schools.
  - (b) If approved by the District Communications Office, such materials may be distributed to schools and placed on display in school offices or lobbies at the discretion of the Principal.
- (2) **Public Government Agencies:**  
Material provided by public agencies may be distributed directly to students if approved by the District Communications Office.
- (3) **School Support Organizations and Partners in Education:**  
Material provided by school support organizations (Administrative Rule KG-R [Use of School Facilities]) and/or Partners in Education may be distributed directly to students if approved by the principal.

- b. **Door-to-Door:**  
Schools are prohibited from conducting door-to-door fund raising by students in activities sponsored by the school in which students would be selling items or soliciting advertisements, contributions, pledges, or orders.
  - c. Schools may, at the discretion of the principal, unless additional approval is required in the provisions below, allow the following advertisements in exchange for contributions to support local school extracurricular and educational activities, provided all advertising requirements, regulations, restrictions and prohibitions are followed as described in Sections B2 and B3 below:
    - (1) Advertisement in programs for school extracurricular activities
    - (2) Advertisement in school newspapers
    - (3) Advertisement in school annual or yearbooks
    - (4) Advertisement on school Web sites
    - (5) Advertisement on school marquee signs
2. **Web Sites**  
District and local school web sites may contain advertisements for commercial businesses or fund-raising organizations provided the following guidelines are followed to ensure consistency.
- a. **Specifications:**
    - (1) **Text and/or Image Ad Dimensions**
      - (a) "Letterboard" Ads should be no larger than 728 pixels wide and 90 pixels high. Letterboard Ads should be used only at the bottom of the Web page and are prohibited from being placed at the top of any CCSD Web page.
      - (b) "Banner" Ads should be no larger than 468 pixels wide by 60 pixels high and may be placed anywhere in the lower two thirds of the web page.
      - (c) "Square" Ads should be no larger than 250 pixels wide by 250 pixels high and may be placed anywhere in the lower two thirds of the Web page.
      - (d) "Skyscraper" Ads should be no larger than 160 pixels wide by 600 pixels high and should be placed on the right side of the Web page.
    - (2) **File Size:** Image Ads should be no more than 50K.
    - (3) **Resolution:** Image Ads should be optimized at 72 pixels per inch (standard computer screen resolution).
    - (4) **Format:** Image Ads must be either .jpg, .png or .gif format.
    - (5) **Animation:** Animated, blinking, shaking and moving images or text within ads are prohibited.
3. **Display Advertisements:**  
Revenues generated through this advertising shall be used to help defray the cost of participation for student athletes and their parents, as well as for other approved educational purposes.
- a. Advertisement in areas of public assembly such as athletic fields and gymnasiums in exchange for contributions to support local school athletic activities.
  - b. Advertisement on school marquee signs.
  - c. Advertising inside the school, with the exception of athletic facilities must be easily removable and shall only be displayed after school hours. All such advertising must be in accordance with this Rule, and not in conflict with other Board of Education Policy, District Administrative Rules or other laws or regulations.
  - d. **Advertising Copy, Size and Display Requirements:**
    - (1) The dimensions of the advertisement shall not exceed sixty-four (64) square feet. No three dimensional signs will be approved.
    - (2) The advertisement shall only be in one of the following formats:
      - (a) [NAME OF CONTRIBUTOR] SUPPORTS [SCHOOL NAME] HIGH SCHOOL;
      - (b) [NAME OF CONTRIBUTOR] SUPPORTS [SCHOOL NAME] [SCHOOL GROUP/TEAM NAME];
      - (c) GO [SCHOOL GROUP/TEAM NAME]! COURTESY OF [NAME OF CONTRIBUTOR]; or
    - (3) The name of the contributor may include the contributor's address, e-mail address, telephone number or official business logo at the option of the contributor and in compliance with Section 3.d.(8) below. Size, color, design and quality of the advertisements shall be approved by the Principal.

- (4) No exclusive advertising arrangement, except when included in a sales contract with the school or District, may be made with any advertiser or contributor either at the individual school or the entire District.
  - (5) All advertisements placed on school property shall become the property of the District and may be removed by the District at any time. Reasons for removal include but are not limited to:
    - (a) Disrepair;
    - (b) Dissolution of the company;
    - (c) Change in District guidelines relative to advertising on school property;
    - (d) Non-payment of fee; or
    - (e) Change in principal.
  - (6) The Principal may limit the number and location of advertisements which may be displayed at each school. Issues regarding the number and/or location of advertisements at a particular school site will be resolved by the Principal in consultation with the designated assistant superintendent.
  - (7) **Restrictions/Prohibitions:**
    - (a) The District will not permit advertisements to be constructed or displayed if the contributor's name or other information as used in the advertisement is:
      - 1) Libelous;
      - 2) Vulgar;
      - 3) Obscene;
      - 4) Racially offensive;
      - 5) Factually inaccurate;
      - 6) Inappropriate for minors;
      - 7) Inappropriate for the age of the students served by the school;
      - 8) Incompatible with the educational philosophy of the District or the community at large; or
      - 9) Is in violation of any state or federal policies, regulations, laws or statutes.
    - (b) The District will not permit advertisements to be constructed or displayed if the contributor's name as used in the advertisement describes, suggests, promotes or is commonly identified with any product, service, activity or advocacy of a political or partisan issue or statement, which is incompatible with the District's educational philosophy or the community at large, including but not limited to the following products, services or activities:
      - 1) Gambling or gambling aids;
      - 2) Tobacco products;
      - 3) Alcohol, beer, wine or liquor products;
      - 4) Birth control products or related information;
      - 5) Drug paraphernalia;
      - 6) Pornography;
      - 7) Illegal acts or acts illegal for minors;
      - 8) Explicit sexual content or sexual overtones; or
      - 9) Any product illegal for minors or the age of the students served by the school.
  - (8) The Principal and the District Athletic Office reserve the right to reject any advertisement copy. Proposed advertisement in variance of this section must be approved in advance by both the principal and designated assistant superintendent BEFORE construction or display. FAILURE TO FOLLOW THIS PROVISION SHALL NOT BE DEEMED TO WAIVE THE RIGHTS OF THE DISTRICT TO LATER ENFORCE THIS POLICY.
- e. **Electronic Video Scoreboards:**  
 In addition to any District (see Administrative Rule FEAE-R [Construction on District Property Funded By Others]) and local government building requirements, the following guidelines apply to electronic video marquees:
- (1) The size, design and location of electronic video scoreboards must be approved by the principal and District Athletic Director prior to construction.
  - (2) Advertisements displayed on static signs around the electronic video scoreboard must meet all requirements as listed in Section B.3.d. above.

- (3) Video advertisements displayed on the electronic video scoreboards must meet all requirements as listed in Section B.3.d. above with the exception of size restrictions listed in Section B.3.d.(1).
- f. **Electronic Video Marquees:**  
In addition to any District (see Administrative Rule FEAE-R [Construction on District Property Funded By Others]) and local government building requirements, the following guidelines apply to electronic video marquees:
  - (1) The size, design and location of electronic video marquees must be approved by the principal and designated assistant superintendent prior to construction.
  - (2) Advertisements displayed on static signs around the electronic video marquees must meet all requirements as listed in Section B.3.d. above.
  - (3) Video advertisements displayed on the electronic video marquees must meet all requirements as listed in Section B.3.d. above with the exception of size restrictions listed in Section B.3.d.(1).
- g. **Intent of Administrative Rule:**
  - (1) This Rule does not create, nor is it intended to create, a public or limited public forum. Inasmuch as the fields of local schools are used as classrooms during the school day, outdoor advertisements located thereon must be in compliance with this Rule.
  - (2) Nothing in this Rule shall be interpreted or implemented so as to open the facilities of the District for indiscriminate use by the general public.
  - (3) **Disclaimer:** Advertising on school district property – including programs for extracurricular activities, school newspapers, annuals or yearbooks, in display ads, on school web sites or marquee signs – whether in exchange for monetary or non-monetary gain, does not constitute an endorsement of any business or service by the Cobb County School District. No warranties or guarantees are implied. Neither the Cobb County School District, the CCSD Board of Education, administrators, faculty, staff nor employees are responsible for any harm or loss that may result from interaction with any and all advertisers.

**C. Donations of Property for the Purpose of Advertisement:**

- 1. **Donations of \$250,000 or More:**  
Refer to Administrative Rule FDC-R (Naming Facilities).
- 2. **Donations of Less than \$250,000:**
  - g. The District may accept gifts of equipment or improvements to school property.
  - h. Such gifts may, at the discretion of the principal and the Student Support office, display the name of the donor. If the name of the donor is displayed on the property or improvements, the name of the donor must be compatible with the requirements of Section B of this Rule.
- 3. The District shall not be required to accept any such gift by virtue of this provision.

Reclassified an Administrative Rule: 9/1/04  
 Revised: 4/28/05; 1/26/06; 3/12/08; 8/10/11; 1/18/12; 5/17/12  
 Revised and re-coded: 10/25/12 (Previously coded as Administrative Rule KH)  
 Revised: 2/11/19

Legal Reference  
 O.C.G.A. 20-02-2068.2 Facilities fund for charter schools; purposes for which funds may be used; upkeep of charter school property; receipt of surplus from b.o.e.  
 O.C.G.A. 20-02-0520 Acquiring/disposing of school sites; building, repairing, renting, and furnishing school houses  
 Rule 160-4-9-.05 Charter Schools Petition Process  
 20 USC 7905 Equal Access to Public School Facilities  
 20 USC 4071 Equal Access Act