

Schools may accept advertisements for commercial products and services which in the view of the Superintendent or designee do not detract from or undermine the educational program of the school. The acceptance of paid advertisements or the use of commercial products and services does not constitute an endorsement of those products by the school system. School publications should be guided by the language under Unacceptable Advertisements. Advertising is not permitted on school signs, scoreboards, premises, property or facilities without the explicit written permission of the Superintendent of Schools or designee.

**Unacceptable Advertisements**

Advertising content deemed unacceptable for distribution within the ACPS includes content inappropriate and unacceptable for the school population in general, in conflict with any policy, procedure, rule or regulation in effect within the ACPS or against the law. Obscenity is unacceptable in any advertisement. Unacceptable advertisements include, but are not limited to the following: the promotion of alcoholic beverages, drugs, drug paraphernalia, tobacco products or any other product that is illegal, regulated for school age children, or potentially harmful to school age children. Materials for general distribution, posting or advertising in a school concerning issue or social advocacy are unacceptable. Political advertisements are only acceptable if they do not actively engage in political activity.

<b>Board Reviewed</b> <b>10/14/14</b>	<b>Superintendent Approved</b> <b>10/14/14</b>
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