

**ADVERTISEMENT SPECIFICATIONS**

- School-sponsored (solicited) advertisements can only be posted in "closed forum" arenas such as athletic fields, stadiums, tennis courts, gymnasiums, and pool decks.
- Athletic directors, Associated Student Body (ASB) directors, teachers, coaches, secondary students, and parents can solicit advertisements. However, all funds will be deposited in the ASB account and will be dispersed according to budget priorities.
- Advertisement signage must be on vinyl banners in uniform dimensions not to exceed 6' X 10'. Schools are encouraged to carefully monitor the verbiage and use school colors and symbols when appropriate.
- Signs/banners will be purchased and displayed at a fixed cost per season.

Fall Season                      September - November

Winter Season                  December - February

Spring Season                  March - May

- Banners will be uniformly priced throughout the district.
- Advertisers can have the option to advertise for more than one season and more than one venue.
- All advertisements must be placed in full view of spectators.
- Excessive solicitation of the same sources shall be avoided.
- Students shall not be required to raise money, and time spent securing ads shall not infringe upon the school program.
- All potential advertisers will be required to use the Poway Unified School District contract for athletic advertisements.