



HURON-PERTH CATHOLIC

District School Board

Advertising

Adopted:	May 28, 2007	Policy #:	P 3.3.10.
Revised:	January 26, 2026	Policy Category:	3.3. Business

BELIEF STATEMENT:

The Huron-Perth Catholic District School Board believes informing the community about items such as education programs affects the capacity of individuals to grow in community and fosters responsible citizenship.

POLICY STATEMENT:

The Huron-Perth Catholic District School Board is committed to creating awareness of education programs, services, issues, events and community activities that are of specific interest or benefit to students, parents/guardians, staff, Catholic school supporters and stakeholders.

The Huron-Perth Catholic District School Board also supports the advertising expenditures acquired from the implementation of regular business practices of the Board such as, but not limited to advertising for the recruitment of staff, and procurement of goods and services.

PROCEDURES:

All Board advertising and Board promotions shall be coordinated through the Catholic Education Centre under the direction of the Director of Education or designate in order to ensure that the nature and extent of the campaign are appropriate and consistent with the vision, mission, and goals of the Huron-Perth Catholic District School Board. Advertising will be done via a cost effective method in accordance with the Purchasing policy and procedures.

1. Board advertising refers to system wide announcements, postings and promotional publications of events, programs, services, employment opportunities and other promotional campaigns, which are dispersed through the media and electronic communications.
2. Consideration shall be given in the selection of the appropriate media to maximize the efficiency and effectiveness of the advertising.
3. The content of the advertising campaign must contain objective, factual and explanatory information on supportable facts in an unbiased manner.
4. All advertising must comply with any applicable laws and regulations, and Board policies or procedures.

5. For information on advertising in schools, refer to the policy Advertising in Schools.

DEFINITIONS:

- N/A

REFERENCES:

- [Education Act, R.S.O. 1990, c. F.2](#)
- [Municipal Freedom of Information and Protection of Privacy Act, R.S.O. 2007.](#)
- P.3.3.2 Advertising in Schools
- [P.3.3.4 Purchasing](#)

RESOURCES, APPENDICES AND FORMS:

- N/A