

Esko Public Schools

Original Adoption: 8/2004

Revised:

Adopted: 9/2004

905.1 Advertising in the Esko's Corner

I. PURPOSE

- A. The Esko's Corner is published ten (10) months per year by Esko Community Education.
- B. Esko's Corner is distributed through the United States Postal Service at a *non-profit rate*.
- C. The Esko's Corner has a primary function to disseminate school district, community, and governmental information to residents of Thomson Township.

II. GENERAL STATEMENT OF POLICY

- A. Advertising
 - a. Esko's Corner does not accept outside advertising per Postal Service Guide #670 (Standard Mail-Nonprofit Eligibility):
"Nonprofit rates are not permitted for mailing promotional material for credit cards, insurance policies, and travel arrangements...for products or services that are not substantially related to one or more of the qualifying purposes of the organizations....Authorized organizations may not let any other person or organization use their authorizations to mail at Nonprofit Standard Mail rates."
- B. Sponsorships
 - a. Esko's Corner may include sponsorships.
 - b. Sponsorships are defined as:
 - i. "identical inserts" which include only name, address, and telephone number
 - ii. explicitly identified as "Esko's Corner Sponsors ."
 - c. Sponsorships may be considered for publication when the following criteria is met:
 - i. Esko Schools identifies a need for revenue to offset ongoing expenditures such as set-up, publishing, and distributing the Esko's Corner
 - ii. Addition of sponsorships to publication does not affect non-profit status per local postmaster
 - iii. Annual Administrative recommendation and Board Approval