

**Brick Township Board of Education
District Policy**

Property & Facilities

Series 7000

Advertising on School Property

Policy 7231

Date Adopted:

Date Revised:

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Date Reviewed: 1st Reading June 30, 2016

The Board of Education, at its sole discretion, may authorize the sale of advertising space on the school property owned or leased by the district.

In addition, the Public School Contracts Law (NJSA 18A:18A-1 et. seq.) shall apply to any such contract or agreement entered into by the Board of Education for the purpose of advertisements on school property.

All such advertisements shall required the prior written approval of the Board of Education and the advertiser will be considered an independent contractor and shall not be deemed to be an agent, servant, employee or representative of the Board of Education. In the event the advertiser fails to provide service in accordance with the bid specifications and contract for advertisement, the advertiser shall be considered in breach of contract. Cancellation of the advertisement and/or enforcement of the advertiser's performance bond may result.

At its sole discretion and at any time, the Board of Education reserves the right, to reject any advertising copy, whether or not it has previously acknowledged and/or advertised the exact or similar copy. No advertising space may be used or resold by the advertiser for the promotion, either directly or indirectly, of any business, organization or enterprise other than the one defined in the original contract for advertisement. The advertiser will protect, defend and save harmless the Board of Education from any suits or actions of every nature and description brought against it by reason of the advertisement.

The Board of Education will not allow any of its school property to become a public forum for the dissemination, debate or discussion of public issues. The Board of Education has the authority to reject any and all advertising that it deems to be inappropriate or not in the best interest of the Board of Education, the district or its pupils.

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Legal References

- NJSA 18A:11-1 General mandatory powers and duties
- 18A:18A-1 et seq Public School Contracts Law
- 18A:18A-4 Contracts and agreement requiring advertising
- 18A:18A-4.1 Use of competitive contracting
- 18A:18A-4.2 Five year contract term limit
- 18A:18A-4.3 Competitive contracting initiated by the Board of Education
- 18A:18A-4.4 Request for proposal