

Kuraby State School P&C Association Advertising Information



Background

Kuraby State School is a small-medium sized public primary school with the most multicultural diverse population in the Brisbane City Council electorate. Our Parents and Citizens Association (P&C) is small, and we are reliant on the local community to support fundraising for equipment and resources for the children, through supporting us with events throughout the year, and advertising local businesses. There are more than 14,000 cars a day travelling down Beenleigh Road past Kuraby State School. This makes advertising your business with us an excellent opportunity.

All advertising on the school property is managed by the P&C.

Types of advertising

There are three types of advertising at Kuraby State School. There are as follows:

<p>Fence banner</p>	<p>These banners are attached to the Kuraby State School Fence. Advertisers pay for one year rental on one panel of the fence.</p> <p>Discounted option for two or more signs!</p>	
<p>Large Billboard</p>	<p>There are currently only two billboards available for rent on an annual basis. (Further billboards cannot be erected.)</p> <p>EOIs will be accepted.</p>	
<p>LED Electronic Billboard</p>	<p>Our electronic sign is a double sided 2m x 1m (approx.) display, located on Beenleigh Road.</p>	

Enquiries for Advertising

The Advertising Information Sheet and an editable Application Form will be available to download from the school website.

Packs will be available at the P&C meetings for members to take to local businesses and also available at the school office.

All enquiries regarding details of advertising at Kuraby State School should be directed either to pandc@kurabyss.eq.edu.au or any standing committee member.

Rules for Types of advertising

Fence banners	<ul style="list-style-type: none">• Sign space on the face is rented and the advertiser is responsible for placing their sign on the fence. The signs must be a maximum of 85cm high x 230cm long.• Material to be used is not prescribed however it is strongly recommended signs be made of graffiti resistant, laminated aluminum composite material that will not blow away or be damaged by weather.• Signs must be appropriately fixed to the fence to ensure they do not fall off and become damage or a safety hazard. Zip tie fixings are not appropriate.• Signs can only be placed on the low fencing around the billboard located on the corner of Beenleigh Road or Pioneer Drive.• Signs must not be installed between 8 – 9:30 on or 2 – 3:30 on a school day• Signarama Springwood is a suggested supplier and have supplied banners suitable for use to current advertising businesses; however, advertisers may use any sign supplier they choose.
Large Billboards	<ul style="list-style-type: none">• There are currently only 2 billboards available for rent. Further billboards cannot be erected without approval from Brisbane City Council and will not be considered at this time.• Signs must not be installed between 8 – 9:30 on or 2 – 3:30 on a school day
LED electronic billboard	<ul style="list-style-type: none">• Advertising business ad is viewed between 7am – 7pm, Monday to Friday, weekends, and school holidays (noting there is limited administration staff onsite during the school holidays to rectify any changes/loss of power).• The completion of a written 'Hire Agreement', including the length of engagement and approval of content, is required prior to any content being displayed on our electronic sign.• Full payment is required prior to any content being displayed on our electronic sign.• Content must be compatible with the ethos of public education and is required to be approved by the principal before being displayed on our electronic sign.• In the event that a power outage affects the electronic sign display for more than 48 hours, compensation from the P&C may be considered after discussion with the Principal and P&C President.

Advertising Process

To advertise a business at Kuraby State School approval must be obtained in the following way.

1. Complete application form

Advertiser must complete the application form via options below:

- via online link, OR
- Complete hardcopy form and scan/email to pandc@kurabyss.eq.edu.au, with subject line "Advertising Application – name of business"; the proof of the sign must be attached when emailing the application.

2. Application Assessed

The application must be assessed, approved or refused and evidenced by a signature by one standing member of the committee and the Principal of Kuraby State School.

Any application may be refused if the content or images on the advertising may cause offence to a member of the public or endanger children.

3. Decision and payment

If not approved the advertiser shall be notified by email.

If approved the advertiser shall be notified by email and an invoice for payment provided by the Treasurer (created in Xero and emailed to the business; automated reminders will be sent at 7 days overdue, 14 days overdue, and 21 days overdue). If an account is not paid by this time, the request for advertising will be denied.

Payment must be made into Kuraby State School P&C Association bank account.

School Principal will be notified by email by the treasurer payment has been received and a new sign is going to be installed.

4. Sign installation

Once payment has been received the advertiser is responsible for erecting the sign for billboard and fence signage.

For electronic signage the content for the sign must be forwarded via email to pandc@kurabyss.equ.edu.au. The P&C is then responsible to ensure the content is forwarded to the school administration staff who will upload it to the sign. Electronic signs will be displayed for entirety of the month which they have paid for.

Costs

Costs for advertising area as follows (no GST as the school is not registered for GST):

Fence banners	<ul style="list-style-type: none">○ \$650 per year○ \$550 each per year for two or more signs
Large Billboard	<ul style="list-style-type: none">○ \$3,000 one billboard per year○ \$5,000 for two billboards per year
LED electronic billboard	<ul style="list-style-type: none">○ One term (10 weeks and 2 weeks holidays) = \$300○ Two terms (20 weeks and 4 weeks holidays) = \$550○ Three terms (30 weeks and 6 weeks holidays) = \$800○ Four terms (40 weeks and 8 weeks holidays) = \$1050

Advertising cannot commence until fees are paid. Fence and billboard advertisers will be invoiced via email one month prior to the anniversary of their sign's installment for the following years rental.

Liability

Advertiser is responsible for ensuring signs remain safely on the fence or billboard. If signs need attention any member of the committee may contact the advertisement owner by phone or email and request the signs be fixed. They have 7 days to rectify issue or sign will be removed from the site and held at the school until collected by advertiser. A refund of the outstanding amount of the invoice will not be provided.