

Procedure & Cost Schedule
Distribution of Materials 2011-2012

All requests from external organizations to distribute information to parents, staff or students in SD36 are handled through the Business Development Department. The Department receives, reviews and coordinates all pieces for distribution. Charges are applied to cover the costs of managing the process and undertaking the actual distributions.

Below is a chart indicating the costs associated with having material distributed through the Surrey School District.

Please note that the Business Development Department will ensure your materials are distributed to schools. However, once at schools, pieces are distributed on that school's schedule and at their discretion. While most schools do follow the request of the distributor, there may, for example, be occasions where a school does not distribute a requested flyer to every student.

Cost Schedule for Distribution of Materials Through SD #36	Cost*	Cost* to Registered Non-Profit Org.
Hard copy to all 125 schools		
- Single bundle to be placed at school for pick up by those interested (MAX SIZE one 9" x 12" x 1.5" thick envelope) OR	\$500	\$400
- 1 piece per student or 1 piece per teacher (MAX SIZE two 9" x 12" x 1.5" envelopes per site)	\$1,000	\$800
Hard copy to 20 schools or less:		
- Single bundle to be placed at school for pick up by those interested (MAX SIZE one 9" x 12" x 1.5" thick envelope) OR	\$250	\$200
- 1 piece per student OR 1 piece per teacher (MAX SIZE two 9" x 12" x 1.5" envelopes per site)	\$500	\$400
Posting on SD 36 internal website accessible by all staff	\$100	free
Posting on SD 36 public website	\$200	\$50
June Report Card Inclusion – groups may share information in each student's report card envelope by submitting a camera ready ad in sizes ¼ page, ½ page or full page. These ads are then collated and printed into a single booklet with ads printed back to back. Prices range from \$1250-\$5750. Ads only in black and white. Deadline for receipt of ads for placement is April 1. Arrangements made by contacting BDEV-Office@sd36.bc.ca .		
Ad in Ed Com, the district's parent newspaper (published 4 times a year – call 604-572-0064 to arrange and determine costs)		

*HST will be added to the cost

Payment can be made by cheque or credit card and must be received before the District will distribute your materials. If paying by cheque, please be sure it is addressed "Attention: Business Development Department". Thanks.

DISTRIBUTION PROCESS

To obtain approval for distribution you must first e-mail a copy of your document(s) to BDEV-Office@sd36.bc.ca for approval, which usually takes a few days. Then the following is required:

- If your distribution is school specific ie: the contents of each school envelope are different from each other, please write the school name and their unique district courier number (SD36 will supply this) on your envelopes and sort the envelopes alphabetically
- If your distribution is identical to each school, please do NOT indicate the school name on the envelope.
- There are 19 secondary schools and 100 elementary schools in the district. If you are sending just to elementary schools, please prepare 100 envelopes; 19 for just secondary schools; or 119 to all schools.
- Enrolment numbers and school courier numbers will be provided by our department. Please photocopy the appropriate number of copies for each school that you are sending material to. Please count in batches of 25 and separate batches with paper clips, elastic bands or coloured pieces of paper, etc.
- **All envelopes must be sealed** and please indicate on each envelope your intent, i.e. "Please give to all students", "Please give to school counsellor", "Please post in staff room" "Please leave at a parent table for pick up" etc.
- Envelopes must not exceed 9 x 12 x 1.5", if one envelope is not sufficient, use two per school. ****If your distribution requires more than two 9" x 12" x 1.5" envelopes per school, a price will need to be negotiated.**
- A disclaimer stating the following must be either printed, stamped or stickered to each piece of the distribution:
 - **"SD 36 receives a fee to facilitate the distribution of advertising materials from some community organizations and businesses. SD 36 does not accept responsibility or liability for the contents of any advertising and does not endorse an advertiser's services, goods or programs."**
- Once your distribution is ready to go and you have provided payment, we will provide the address of the distribution centre where the packages can be dropped off no later than 3:00 pm.

DELIVERY DEADLINES: Distributions go out only on specific dates throughout the school year. The following are the deadlines to receive materials from distributors. Your materials must arrive on or before the date indicated to be included in that month's distribution. All items will arrive in the schools during the following week. Material received after the deadline will be distributed the following month.

Sept 1
Oct 3
Nov 1
Dec 5 (last distribution before winter break)
Jan 13
Feb 24 (last distribution before spring break)
April 10
May 25 (last distribution before year-end)

Questions? Please contact Lori Welters, Business Development Department @ 604-595-6066 or BDEV-Office@sd36.bc.ca

[Business Development Department, Surrey School District 36, 14033 92 Avenue, Surrey, BC V3V 0B7](#)