



Schools cash in on ads

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CASH-strapped schools in the region are set to take a share of the \$2.2 billion online advertising industry by permitting companies to advertise on their school websites.

Schools have the potential to earn up to \$30,000 a year through the scheme, set up by online design company Sponsor-ed.

The initiative sees schools given a new website for free, in exchange for a percentage of the advertising

revenue.

North Shore Primary School is one of the first schools in the region to adopt the website as a fundraising and communication initiative.

Principal Ken Massari said he was passionate about raising funds to improve the quality of education in a financially challenged area.

"The success stems from the fact that schools have complete control over who advertises on their site," Mr

Massari said.

"Sponsor-ed have put a code of ethics in place to ensure that only reputable companies are accepted to advertise with the schools.

"For example, companies promoting junk food will not be accepted."

More than 200 Victorian schools are participating in the scheme with an average of 20 schools each month joining the program.

Sponsor-ed director

and Monash University lecturer Denis Masseni said schools had the potential to earn between \$10,000 and \$30,000 each year, depending on the number of visitors to their site per month.

"School sponsorship is not a new concept, it has always been there in the form of fundraisers," he said.

"Schools acting as a collective in a commercial fashion simply increases the potential revenue."

geelongadvertiser.com.au

What do you think about schools selling ad space on their websites? Log on and have your say.