

## **17.11 Advertising**

### Policy:

It is the policy of Licking/Knox Goodwill Industries, Inc. to maintain an annual promotional calendar.

### Procedure:

An annual promotional plan and advertising schedule will be developed by the Director of Retail in cooperation with the Director of Communications and upon approval of the CEO/President.

Advertising dollar amounts will be predetermined and approved in the store budget. Advertising results shall be monitored during sale events to determine effectiveness at each store location.

If stock of an advertised item becomes exhausted a substitute, if possible, may be offered to our customers for the duration of the advertised sale.

Merchandise may be held from the sales floor as needed for advertising purposes with the approval of the Director of Retail.