

Firm pitches net deal to schools

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Big businesses would be able to advertise directly to parents via school websites under a plan being considered by WA's primary school principals' group.

The scheme, which could spell the end of lamination drives, provides schools with their own website at no cost in return for advertising.

Denis Masseni, director of Victorian website development company Sponsor-ed, said schools could make between \$10,000 and \$30,000 a year.

The amount of sponsorship each school could earn depended on the number of advertisers on the site and how much internet traffic a school could generate.

Mr Masseni said schools would retain control over which businesses advertised on their site. Junk food adverts would not be permitted.

WA Primary Principals Association president Stephen Breen said schools would be attracted to the concept because it would allow them to keep websites up to date as well as provide another source of income.