



RCRS Secondary:	GOV-02	Effective Date:	1991-MAY-08
Policy Number:	COU-082	Amendment Date/s:	1992-JAN-20 1995-NOV-27 1999-MAR-01
Title:	Special Advertising	Repeal Date:	
Department:	Legislative Services	Approval Date:	1999-MAR-01

PURPOSE:

N/A

DEFINITIONS:

N/A

SCOPE:

N/A

POLICY:

1. Statutory Advertising

Definition: That City advertising which is required by statute (i.e. Notice of Public Hearing).

Statutory advertising:

- (a) shall be prepared, requisitioned, proofed and budgeted for by the department responsible;
- (b) shall meet the specifications of the relevant statute or those specifications prepared as the City of Nanaimo standard advertising format.
- (c) All efforts shall be made to keep the size and number of statutory advertisements to a minimum.

2. Departmental Program Information Advertising

Definition: That City advertising which is not required by statute but is required as public information to carry out municipal programs. (i.e. notice of garbage pick-up schedules, notice of public information meetings).

Departmental program information advertising:

- (a) shall be prepared, requisitioned, proofed and budgeted for by the department responsible;
- (b) shall, where appropriate, meet the specifications of the City of Nanaimo standard display advertising format;
- (c) shall include the words "City of Nanaimo" and the wave logo displayed prominently in the ad.

- (d) All efforts shall be made to keep the size and number of display advertisements to a minimum and to coordinate advertising when more than one departmental ad appears in a single edition of a newspaper.

3. Special Occasion Media Advertising

Definition: That advertising to recognize special occasions throughout the year (i.e. Christmas, Remembrance Day).

The City will not advertise holiday greetings in the local media.

4. Other

(a) Unsolicited Media Advertising

Definition: That media advertising not included in the above three categories and is offered to the City by media agencies (i.e. special tabloid editions such as "Outlook 86", special appreciation editions).

Except where individual departments place departmental program information advertising, the City will not participate in unsolicited media advertising.

(b) Requests for Advertising in Non-profit Publications

Definition: Requests from outside organizations (i.e. charities, athletic groups, service clubs, civic organizations) for the City's support in the form of advertising in a program, flyer, or other publication.

These requests:

- (c) shall be referred directly to the Grants Advisory Committee for recommendation to Council;
- (d) shall be budgeted for under Council expenses;
- (e) shall be prepared, requisitioned, and proofed by the Corporate Administration Department.

5. Addition to Advertising Policy

City Page:

- (a) a bi-weekly, one-page City information section on the 2nd and last Thursday of each month to appear in the *Nanaimo Bulletin*, commencing 1999-MAR-25, as outlined in the report; and,
- (b) a bi-weekly, one-half page ad to appear in the *Nanaimo Daily News* on the first and last Saturday of each month, commencing 1999-MAR-27.

1999-MAR-01 COUNCIL

RELATED DOCUMENTS:

N/A

REPEAL/AMENDS:

N/A