

POLICY NUMBER

2008-01

COVERAGE

ALL DEPARTMENTS

SUBJECT

ADVERTISING POLICY

EFFECTIVE DATE

IMMEDIATELY

APPROVAL

PREAMBLE

THE PURPOSE OF THIS POLICY IS TO ESTABLISH CLEAR GUIDELINES FOR THE PUBLICATION/NOTIFICATION OF ALL ADVERTISING CONDUCTED BY THE TOWN OF WOODSTOCK, WITH THE EXCEPTION OF TOURIST PROMOTIONS. KEY GOALS OF THIS POLICY ARE:

1. ENSURE THAT THE PUBLIC ARE INFORMED BY THE BEST MOST COST-EFFECTIVE MEANS THROUGH PRINT AND VOICE MEDIA ADS, GIVEN THE MARKET COVERED BY EACH MEDIA OUTLET.
2. CONTROL COST
3. FAIR TREATMENT OF COMPETING ADVERTISING MEDIA

CATEGORIES

ADS FOR THE PURPOSE OF THIS POLICY, ADVERTISING WILL BE CLASSIFIED AS FOLLOWS (CATEGORIES):

1. **LEGAL ADVERTISEMENTS AND NOTICES**

THESE ARE DEFINED AS LEGALLY-REQUIRED ADVERTISEMENTS AND NOTICES AS REQUIRED BY STATUTE OR BY-LAW. THESE INCLUDE”

- (A) NOTICE OF COUNCIL MEETING (REGULAR)
- (B) NOTICE OF COUNCIL MEETING (SPECIAL)
- (C) ZONING BY-LAW / MUNICIPAL PLAN BY-LAW
 - PUBLIC PRESENTATION NOTIFICATION
 - BY-LAW PUBLIC HEARING
 - APPROVAL OF MINISTER NOTICE
- (D) OTHER BY-LAW AMENDMENTS AS REQUIRED BY STATUTE. (I.E. STREET CLOSURE – PERMANENT)

2. **TENDERS**

THESE ARE DEFINED AS NOTICES UNDER THE CROWN CONSTRUCTION ACT AND THE TOWN OF WOODSTOCK PURCHASING POLICY, SUCH AS:

- (A) CONSTRUCTION PROJECTS (CIVIL)
- (B) BUILDING REPAIR
- (C) PROCUREMENT OF GOODS AND SERVICES

3. **EMPLOYMENT**

ADVERTISEMENTS DESIGNED TO ATTRACT CANDIDATES FOR ALL EXTERNALLY-ADVERTISED POSITIONS

4. **PROMOTIONAL**

ADVERTISEMENTS DESIGNED TO PROMOTE ATTENDANCE/PARTICIPANTS FOR EVENTS AND PUBLISH CERTAIN ACTIVITIES (INTERNAL OR EXTERNAL), SUCH AS:

- | | |
|--------------------------------|------------|
| (A) NEW YEARS LEVEE | (INTERNAL) |
| (B) CANADA DAY | (INTERNAL) |
| (C) WINTER CARNIVAL | (INTERNAL) |
| (D) CIVIC CENTRE PROMOTIONS | (INTERNAL) |
| (E) HOLIDAYS (I.E NOVEMBER 11) | (EXTERNAL) |
| (F) "GRAND-OPENINGS" | (EXTERNAL) |

ADVERTISING MEDIA

PRINT:

- | | |
|-----------------------|------------------------|
| - TELEGRAPH JOURNAL | - PROVINCIAL NEWSPAPER |
| - DAILY GLEANER | - REGIONAL NEWSPAPER |
| - BUGLE/OBSERVER | - LOCAL NEWSPAPER |
| - CARLETON FREE PRESS | - LOCAL NEWSPAPER |
| - WEBSITE | |

VOICE: NEWSLETTER

- | | |
|-----------------|---------------|
| - EZ ROCK 104FM | - LOCAL RADIO |
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