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 ADVERTISMENTS 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 AMENDEMENTS AS REQUIRED BY STATUTE. (I.E. STREET CLOSURE PERMANENT)

#### 2. <u>TENDERS</u>

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**

ADVERTISMENTS DESIGNED TO ATTRACT CANIDATES 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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# **POLICY**

# FOR THE PUPOSE OF THIS POLICY, ADVERTISMENTS WILL BE PLACED AS FOLLOWS:

CATEGORY	NOTICE TYPE/DESCRIPTION	MEDIA	OTHER
LEGAL ADS/NOTICES	COUNCIL MEETING		WEB
	COUNCIL MEETING SPECIAL	EZ ROCK 104FM	WEB
ZONING/COMMUNITY PLANNING	ALL	BUGLE/OBSERVER CARLETON FREE PRESS	WEB
BY-LAWS (OTHER)	ALL	BUGLE/OBSERVER CARLETON FREE PRESS	WEB
TENDERS	MAJOR PROJECTS (OVER \$50,000)	TELEGRAPH JOURNAL BUGLE/OBSERVER CARLETON FREE PRESS	WEB
	LOCAL INTEREST/LOCAL PURCHASING	BUGLE/OBSERVER CARLETON FREE PRESS	FAX INVITATIONS
EMPLOYMENT	MANAGEMENT LEVEL	TELEGRAPH JOURNAL BUGLE/OBERSEVER CARLETON FREE PRESS	WEB
	SUPPORT STAFF	BUGLE/OBERSEVER CARLETON FREE PRESS	WEB
PROMOTIONAL	BUSINESS ANNIVERSARIES, ETC	BUGLE/OBSERVER CARLETON FREE PRESS	