

Municipality of WestLake-Gladstone

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Advertising Policy

Admin

No. 2020-01

Adopted By:	Date Adopted:	Reviewed by Council:	Amended:
Resolution No. 18	February 17, 2015	February 16, 2018	March 20, 2018

POLICY STATEMENT:

The Municipality of WestLake-Gladstone welcomes and encourages advertising to assist in the provision of Municipal services and projects. All advertising agreements shall be established in a manner that results in the optimal balance of benefits to the Municipality and the community.

Paid advertising by external agencies and organizations is permitted on Municipal platforms, at Municipal events, and in Municipal publications only under the conditions outlined in this policy.

Businesses, Personal, and Community Groups are able to advertise, promote, or give notice by using the Municipal Digital Sign in Gladstone, website ad space, or in the quarterly newsletter.

The following is an overview of permitted use of advertising, as well as prices, and policy in effect when advertised.

Rates on "Schedule A" will be set by Resolution of Council.

PURPOSE:

The primary objective of the policy's parameters and guidelines is to provide a safe, welcoming, and neutral environment for members of the community as well as to safeguard the Municipality's image, assets, and interests while increasing the opportunities for revenue generation.

The Municipality of WestLake-Gladstone recognizes commercial advertising as a source of revenue to assist in offsetting the cost of municipal programs and initiatives. This

ongoing need for additional sources of revenue however, must be balanced with the Municipality's need to ensure that:

- There are no adverse effects on public safety and well-being;
- There are no adverse effects on the Municipality's reputation or public image;
- Advertising is respectful and avoids conflicts and alienation amongst different members or groups who reside in the municipality;
- Access to advertising opportunities is open and competitive;
- There is a clear corporate and/or community benefit to the proposal;
- Advertising activities reflects a co-ordinated and consistent approach.

This policy outlines specific requirements that must be met by any advertising proposal, and identifies roles and responsibilities of staff in ensuring that the requirements are met.

SCOPE:

This policy applies to all paid advertising at Municipal owned or operated properties, on Municipal platforms, in Municipal publications, and at Municipal events or in conjunction with Municipal programs.

DEFINITIONS:

Municipality means Municipality of WestLake-Gladstone.

Paid Advertising is the sale of advertising space to external persons, businesses, and organizations. Unlike sponsorship or other relationships, advertising sales involve the simple purchase of advertising space sold at rates determined or agreed to by the Municipality. The external organization's purchase of this space does not imply a "partnership" with the Municipality, and the advertiser is not entitled to any additional benefits other than those accruing from access to the space purchased.

Municipal Property means all Municipal-owned property, such as land, including parkland and boulevards, buildings, vehicles, etc.

Municipal Publication means any publication produced by or for the Municipality of WestLake-Gladstone regardless of the format or method of distribution (i.e. hard copy or electronic).

Municipal Event or Municipal Program means any activity that is organized by Municipal staff and supported by the Council.

WHO:

Any resident, property owner, or business may be permitted to have use of our advertising platforms. There are 3 categories users fall into. Business, Personal, or Non-Profit Community/Service Groups.

- a) Business example:
 - a) Mrs. Buns Bakery is having a cake sale.
 - b) Realtor placing business ad or listing.

- b) Personal Example:
 - a) Jane & John Doe's son would like to wish them a Happy 50th anniversary.
 - b) Passing of John Doe or birth announcement

- c) Non-Profit Community Groups Example:
 - a) The Church is hosting a Spring Concert.
 - b) A Fundraising group is hosting a walk & barbeque.

WHAT:

Digital Sign:

- a) All users will get one screen with a minimum run time of 5 seconds per screen. Additional screens may be purchased if content exceeds a single screen.
- b) All ads and announcements will be displayed in rotation and run for 24 hours a day for the purchased period of time.
- c) The content of a screen cannot be revised more than once per week.
- d) No political content may be displayed.
- e) Content must be appropriate for all viewers. No profanity, slander, or discourteousness will be permitted.
- f) The Municipality will post personal ads free of charge upon request for the following occasions:
 - 1) 50th, 60th, 65th, and 70th year wedding anniversaries.
 - 2) 90th, 95th, and 100th birthdays, and each year after.
 - 3) Exceptional occasions at the discretion of the C.A.O

Newsletter:

- a) Content must be appropriate for all viewers. No profanity, slander, or discourteousness will be permitted.
- a) No political content may be displayed.

Website:

- a) Content must be appropriate for all viewers. No profanity, slander, or discourteousness will be permitted.
- b) No political content may be displayed.

WHERE:

All things pertaining to advertising are managed by the Municipality's Administration Office, located at 14 Dennis Street, Gladstone, MB. The Digital Sign is located directly north of the municipal office on Dennis Street. Applications for the 3 different types of advertising can be submitted to the office, by mail, emailed to info@westlake-gladstone.ca, or submitted online through our website at westlake-gladstone.ca.

WHEN:

For Digital Sign:

Requests for use must be submitted a minimum one week prior to the tentative publication date. Any add or announcement submitted less than one week prior may not be displayed by the date desired.

For Newsletter:

Requests must be submitted at least 2 weeks prior to March 1, June 1, September 1, and December 1.

For Website:

Requests must be made at least one week prior to the 1st of every month. Upon available space.

WHY:

Municipal advertising is fully customizable. It not only allows for flexibility in content, it is eye catching and saves you time and money, in both printing and hanging posters. There is no need to fight for bulletin board space. With Municipal advertising, everyone gets an opportunity.

HOW:

To have your content displayed, simply fill out the application form and return in to the Municipal Office. All payments **must** be made in full at the time of application.

ADDITIONAL INFORMATION:

In the event of an emergency, the Municipality may remove all ads so the platforms can be solely used to relay emergency related information.

In the event of technical troubles or power outages no monetary value will be refunded. In lieu of repayment, the ad will be aired for any additional length of time necessary as so to be equal to the total length of time purchased.

Requests to have the digital screen edited must be made within the first 24 hours of airing.

There are multiple ad sizes to choose from for the newsletter and the website.

Advertisements can not exceed 1 month of consecutive advertising unless otherwise permitted by the CAO.

SCHEDULE A

PRICING:

DIGITAL SIGN

	Day	Week	Month	Semi-Annual	Annual
Business	\$25.00	\$50.00	\$100.00	\$500.00	\$1,000.00
Personal	\$20.00	\$40.00	 	 	
Community Group	FREE OF CHARGE				
Additional Screens	\$10.00 EACH				

NEWSLETTER:

Full Page	\$30.00
½ Page	\$20.00
¼ Page	\$15.00
1/8 Page	\$10.00
Classified/Coming Events	\$5.00
Thank You	\$5.00
In Memoriam	\$5.00
In Memoriam with Picture	\$10.00
Obituary	\$5.00
Obituary with Picture	\$10.00
Announcement (Birth/Marriage/Anniversary/Congratulations/etc....)	\$5.00
Announcement with Picture (Birth/Marriage/Anniversary/Congratulations/etc....)	\$10.00
News Article	FREE

WEBSITE:

\$50.00/Month

Application

Business/Organization Name: _____

Contact Name: _____

Contact Email: _____

Contact Phone #: _____

Content:

Please email information to info@westlake-gladstone.ca, write below, or attach information.

Digital Sign

Start Date: _____ **End Date:** _____

Total # of Days: _____ (\$25/Day Business OR \$20/Day Personal)

Newsletter

Circle which one(s)

March September June December

Please check size

Full Page	_____	\$30		
½ Page	_____	\$20		
¼ Page	_____	\$15		
1/8 Page	_____	\$10		
Classified/Coming Events	_____	\$5		
Thank you	_____	\$5		
In Memoriam (no photo)	_____	\$5	(With photo)	_____ \$10
Obituary (no photo)	_____	\$5	(With photo)	_____ \$10
Announcement (no photo)	_____	\$5	(With Photo)	_____ \$10
News Article	_____	FREE		
Total Cost:			\$	_____

Website

\$50/month

Number of Months: _____

Total Cost: \$ _____

Packages

Package 1: \$65 Savings of \$50 (based on a ¼ page Ad space for Newsletter)

2 weeks of Digital Sign

1 Newsletter Ad Space

Package 2: \$120 Savings of \$30

1 month of Digital Sign

1 month Website Ad

Package 3: \$140 Savings of \$25 (based on a ¼ page Ad space for Newsletter)

1 month Digital Sign

1 month Website

1 Newsletter Ad Space