

# MUNICIPAL DISTRICT OF BIG LAKES

<b>TITLE:</b>	<b>Corporate Advertising Policy</b>
<b>APPROVED BY COUNCIL:</b>	<b>March 8<sup>th</sup>, 2006</b>
<b>EFFECTIVE DATE:</b>	<b>March 8<sup>th</sup>, 2006</b>
<b>MOST RECENT REVISION:</b>	<b>May 25, 2011</b>
<b>POLICY NO.</b>	<b>Admin-22</b>
<b>LEGAL AUTHORITY:</b>	

## POLICY STATEMENT

The Council of the Municipal District of Big Lakes recognizes that there are multiple publications serving residents of the area. It is the intention of Council that all publications serving the MD have equal opportunity to secure MD advertisements as part of their operation. This policy sets forth guidelines as to how MD advertising should be directed.

## POLICY

### **1. Purpose:**

The corporate advertising policy establishes service standards for the purpose of:

- a. Providing accurate, timely and clear information to Big Lakes' residents, businesses, visitors and other stakeholders about municipal services, programs and employment opportunities.
- b. Improving the visibility of local government in order to encourage greater interest and participation in local affairs.
- c. To provide accountable, accessible and equitable local government; and
- d. To complying with all applicable statutory requirements.

### **2. General Criteria:**

- a. Newspaper advertising will be placed with publications with sufficient circulation to effectively reach the target audience. These may include publications with a general circulation to provide residents with reasonable notice to meet statutory requirements; publications with a specialized circulation and/or format for recruitment advertisements; or trade/business publications with a qualified circulation for special requirements such as tender advertisements.

- b. All advertising should be presented in a consistent, professional and recognizable format that includes the municipal logo and website address (where appropriate).

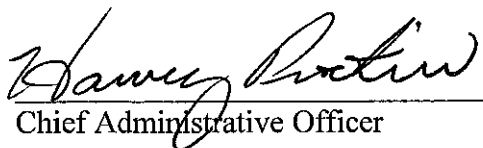
**3. Distribution of Corporate Advertising**

- a. All advertisements released by the MD of Big Lakes due to statutory requirements shall be placed in local community newspapers as appropriate.
- b. Placement of all other advertisements issued by the MD of Big Lakes shall be at the discretion of the department head responsible for issuance of the ad. Decisions regarding placement of such ads shall be based upon:
  - i. Ensuring the publication will reach the intended target audience.
  - ii. The department's advertising budget. Some departments have small advertising budget which limits publication of advertisements in multiple media.

**4. Non-Informative Ads**

- a. The MD of Big Lakes typically refrains from placing non-informative advertisements. These types of advertisements typically comprise a "Greetings from..." or "Congratulations from..." message. The MD avoids placing such ads as they do not inform our citizens, and therefore are not an effective use of resources.
- b. Exceptions to the above may take place, from time to time, upon the approval of the CAO.

  
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Chief Administrative Officer