

Corporate Policy

100 Newport Drive, Port Moody, BC, V3H 5C3, Canada
Tel 604.469.4500 • Fax 604.469.4550 • www.portmoody.ca

Section:	Communications	19
Sub-Section:	Advertising and Promotions	1475
Title:	Sale of Advertising	01

Related Policies

Number	Title

Approvals

Approval Date: November 14, 2000	Resolution #: 00-302
Amended: August 12, 2003	Approved by: Council
Amended: April 23, 2013	Approved by: Council (COTW)
Amended: September 19, 2017	Resolution #: <u>RC(CW)17/031 (CW17/117)</u>
Amended:	Resolution #:
Amended:	Resolution #:
Amended:	Resolution #:

Corporate Policy Manual

Sale of Advertising

Policy

To help offset costs and increase municipal revenues, the City will seek a variety of advertising revenue opportunities as outlined in this policy.

Definitions

Advertising – Display of paid advertising in City publications, including signs on City property and facilities such as playing field fences, arena boards, and equipment such as the arena zamboni.

Procedures

1. All advertising requires the approval of the appropriate Department General Manager(s).
2. All advertising must be consistent with the Corporate Communications Guidelines and Graphic Standards, and also meet community standards in the opinion of the City before approval will be given. The City reserves the right to deny or discontinue advertising and sponsorships.
3. Discretion will be exercised regarding which publications are suitable for Advertising. Advertising will not be considered for publications that are of a type that paid Advertising would detract from the overall intent or focus of the publication.
4. Signage Advertising shall be placed so as to be visible only to those using the facility. For example, signs on playing field fences and arena boards shall face inwards toward the field or playing surface rather than displayed outward to passersby. If the back side of a sign is visible, it must be well-maintained.
5. All Advertising signage shall comply with City regulations and Bylaws.
6. The City may establish revenue sharing partnerships with non-profit organizations who secure a sponsor for an Advertising board that is available as part of the City's program. The revenue share would be 60% of the funds to the City and 40% of the funds to the non-profit organization. Any sponsors that are already engaged with the City's Advertising program would not be considered eligible for the revenue share agreement with non-profit organizations.
7. The City may sell Advertising space to an Advertising Company that represents clients that do not have an existing relationship with the City.

Notification to Public of Advertising Opportunities

- A notice outlining opportunities to businesses to advertise in City publications will be included in the annual business license renewal notice;
- The opportunity to advertise with the City will be posted on the City website;
- Advertising space will be offered first to Port Moody businesses. Any space remaining will be offered to non-Port Moody businesses; and

Corporate Policy Manual

Sale of Advertising

- Advertising fee rates are to be established at a level that meets market conditions at the time the Advertising is proposed, reviewed, and/or approved.

Monitoring/Authority

Delegated to the Executive Leadership Team.