



Advertisements Policy

Policy Manual Section: Governance – Communications and Promotions

Policy Number: G-CP-001

Authority: CR/6016/03 and CR/7084/05

Date Approved: January 14, 2003 and March 22, 2005

Department Responsible: CAO Office

Revision Date: n/a

Review Date: March 2019

Status: Active

Purpose:

The Town of LaSalle will utilize various means of advertising efficiently to effectively provide information to residents and external audiences while meeting any legislated requirements.

Policy Statement:

The Town of LaSalle will place advertisements and/or public notices in newspapers when necessary taking into account cost effectiveness.

Scope:

The policy applies to all Town of LaSalle employees and departments, members of Council, members of committees, volunteers, and any person who has been retained and/or engaged to act on behalf of the Town of LaSalle, save and except LaSalle Police Services, who are responsible for the placement of advertisements on behalf of the Town.

Policy:

1. Advertisements and/or Public Notices are to be placed in the Windsor Star newspaper only when necessary as per legislated requirements re timing and circulation.
2. Rates i.e. cost effectiveness (by Finance Department annually) will be reviewed in January of each year, to determine which local newspaper is most cost effective for that year; the yearly publishing schedule of the most cost effective newspaper is to be circulated to all Departments in January of each year.



3. All advertising and/or Public Notices from all Departments are to be placed in the most cost effective newspaper, unless special timing requirements prohibit doing so, and in such cases only, advertisements and/or public notices will then be placed in the next most cost effective newspaper.
4. a) Any variations from this policy that may be deemed necessary by any department must be approved by the C.A.O. prior to commitment.
b) A duplication of advertisements and/or public notices is a case of variation cited in Item No. 4(a) requiring approval by the C.A.O. prior to commitment.

Responsibilities:

The CAO Office is responsible for the Policy.

Policy Review:

This policy will be periodically reviewed and updated as required. This policy must be reviewed by the stated review date and approved by the responsible department.

References and Related Documents:

Policy # 97

Attachments:

None.