

Town of High Level Policy 207-04

Title: TOWN PUBLICATIONS ADVERTISING POLICY

Authority: Council
Council Motion: 220-04/September 13, 2004
Old Policy No.: COM 2-04
Rescinds: N/A
Amendments: Res# 032-16/January 25, 2016

Purpose of Policy

To provide guidelines for non-municipal advertising in Town publications and social media channels.

Policy Statement

- 1.) The Town of High Level supports Town and regional organized and community based functions, programs and activities and may advertise these in Town publications and social media channels.
- 2.) The Town of High Level recognizes the importance of community and regional based programming, activities and events which enhance the quality of life for the citizens. The Town may permit organizations to advertise in municipal publications and social media channels that promote the following:
 - i. Recreation and sporting activities;
 - ii. Personal and professional development opportunities;
 - iii. Arts and culture opportunities; and
 - iv. Community special event information.
- 3.) The Town of High Level advertises municipal non-profit events and activities in municipal publications such as the “Around Town Brochure” and, the “Buzz Around Town” in the local newspaper as per Schedule “A”.
- 4.) The Town of High Level’s social media channels, will promote community and regional events and programs that are considered beneficial to the community as per Schedule “B”.
- 5.) The Town may refuse requests from organizations to advertise if it is deemed not to follow the guidelines set out in Schedules “A” and/or “B”, or the publication is

unsuitable for the requested advertisement due to advertisement size, purpose of the advertisement or time constraints.

6.) The Town website does not form part of this policy.

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Schedule 'A'

THE BUZZ AROUND TOWN PAGE GUIDELINES

This page has been designed to provide an opportunity for not-for profit agencies to promote their programs and services to our community. This page will be monitored by the Community Services department.

1. This page is for not- for profit and service groups within The Town of High Level.
2. Ads will be published on a first come first served basis.
3. The Town of High Level has the right to control the content of the page.
4. Ads must be submitted by 5:00 pm on Wednesday prior to the publication date.
5. If your ad is not selected the Town of High Level will notify you by 5:00 pm on Thursday so that you can submit them directly to the Echo.
6. Ads can run more than one week only if there is adequate space.
7. Priority will be given in the following order:
 - a. Town of High Level Ads;
 - b. Events that are free to the public;
 - c. Special event ads;
 - d. Program Ads ie minor sports, camps, youth programs;
 - e. Meetings ie AGM;
 - f. Service agency programs.
8. Job posting ads and thank you ads will not be published.
9. All ads must include a contact name, phone number, and an email address.
10. All ads need to be emailed in a word format.

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Schedule 'B'

SOCIAL MEDIA: COMMUNITY EVENTS GUIDELINES

The Town of High Level social media channels are important tools for engaging local residents and visitors. As such we will promote community and regional events and programs that are considered beneficial to the community. The social media channels will be monitored by the Community Services department under the guidance of the CAO.

1. The Town social media channels will advertise Town events, and events on behalf of community groups within the Town of High Level and region.
2. Efforts will be made to be as inclusive and as up-to-date as possible.
3. Events may be submitted throughout the week and posted before and/or during the event.
4. Due to the potential volume requested priority will be given in the following order based on time and space:
 - a. Town of High Level events;
 - b. Events that are free to the public;
 - c. Special events ads;
 - d. Program Ads ex. Minor sports, camps, youth programs etc.;
 - e. Meetings ex. Annual General Meetings;
 - f. Service Agency Programs.
5. Social media channels will not promote and publish external employment opportunities and thank you ads.
6. All event ads must include time, location, and contact information
7. All text documents must be sent in a MS Word format and all art material must be sent in jpeg format.