

**ADVERTISING POLICY**

**Recommendation**

Councilor Bernie Di Vona recommends:

That the City of Vaughan develops an advertising policy to incorporate all advertisements within the city page.

That the City of Vaughan review the size of advertisements to reduce the advertising costs to the municipality.

**Purpose**

To help reduce costs for all ads published in the city page of local newspapers, keeping our advertisements to a uniform size in keeping with practices of other area municipalities and organizations.

**Background - Analysis and Options**

Many ads are placed in city page for various advertising and statutory holidays throughout the year. Cost savings can be realized by reducing the size of advertisements and referring our readers to the City of Vaughan website for further details.

**Relationship to Vaughan Vision 2007**

1.3.1 Develop and implement innovative alternatives for service delivery.

This report is consistent with the priorities previously set by Council.

**Conclusion**

In response from local and regional Councillors, it is recommended that advertising ads are reduced in size and that the numerous statutory ads be reduced as well.

**Report prepared by:**

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Respectfully submitted,

Bernie Di Vona  
Councillor Ward-3