

COMMITTEE OF THE WHOLE – APRIL 16, 2007

2007 CITY PAGE ADVERTISING SCHEDULE

Recommendation

The Commissioner of Economic/Technology Development and Communications, in consultation with the Director of Corporate Communications, recommends:

1. That Council receive for information purposes the 2007 City Page advertising schedule included in this report; and
2. That staff fully implement the approved Corporate Advertising Policy to ensure operational and cost efficiencies for all corporate advertising; and
3. If required, Council direct staff to expand the City Page advertising program to include additional community papers by selecting the appropriate option(s) as outlined in this report and approving the additional funding.

Economic Impact

The placement costs of the City Page advertisements are included in the 2007 operating budget. There are potential Corporate-wide savings of \$84,000 by consolidating advertisements on the City Page which are now being placed by various departments in local papers.

Communications Plan

Not applicable.

Purpose

The purpose of this report is to inform Council of the 2007 City Page advertising schedule and provide the opportunity for Council to allocate new funding should additional placements in other local newspapers be deemed necessary. In addition, the full implementation of, and compliance with, the approved Corporate Advertising Policy could provide savings by further consolidating City advertising placements.

Background - Analysis and Options

This report addresses Item No. 2, Report No. 2 of the Budget Committee, February 26, 2007 that "staff provide a report on advertising options to a Committee of the Whole meeting," and Item No. 37, Report No. 8 of the Committee of the Whole, February 26, 2007, "New Business – Placement of City Page Advertisements."

In 2000, Council authorized the establishment of a "City Page" to serve Vaughan residents and to be published in a newspaper with the widest circulation possible. The "City Page" was published in the Vaughan Citizen, and subsequently, the City has had an annual contract with the Vaughan Citizen. It has proved to be an effective tool in communicating to our citizens in recent years.

The Corporate Communications department was assigned responsibility for producing and managing the "City Page." This consolidation of City advertising on the "City Page" resulted in considerable savings and was a major step forward in establishing a consistent, professional and recognizable format for the City's corporate advertising.

In 2005, the Corporate Advertising Policy supported the further consolidation of Corporate advertising by facilitating the placement of statutory ads on the "City Page." Placing all ads at the

lower preferred "City Page" rate produced significant savings over the cost of statutory ads running outside the "City Page." With few exceptions (such as tender advertising and recruitment advertising), the Corporate Advertising Policy states that all statutory ads will run on the City Page, thereby removing any duplication of ad placements and minimizing repeat placements.

Currently, approximately 70% of "City Page" space is used for statutory ads.

Newspaper Selection Criteria

With support provided by the City Clerk and the Purchasing Department, the qualification of newspapers for the placement of City ads and the negotiation of the advertising placement rate (cost) is the responsibility of the office of the Commissioner of Economic/Technology Development and Communications, as specified by the Corporate Advertising Policy.

Staff's key criteria in selecting a publication to publish the City Page include:

1. *Audited Circulation* – A newspaper audited by the industry-standard Canadian Circulation Audit Bureau (CCAB) is given preference. If this is not available, the minimum requirement is a publisher's sworn statement detailing the circulation of the publication.
2. *City-wide Circulation* – Preference will be given to the newspaper with the widest distribution in the City of Vaughan.
3. *Weekly frequency* – Minimum of a weekly frequency must be available. Reader expectations can be met by publishing the City Page on a weekly basis in the same newspaper.
4. *Placement Costs* – The advertising placement rate is to be negotiated by the Commissioner of Economic/Technology Development and Communications, as specified in the Corporate Advertising Policy, and must be budget compliant.
5. *Editorial Content* – Preference will be given to newspapers publishing local news of interest to the residents and businesses of Vaughan.

Newspaper Selection Results

Based on the above criteria and vendor information provided by the Purchasing department (Newspaper Advertising Application, 2007), the publication that best meets the City's requirement is the Vaughan Citizen/Thornhill Liberal, published by Metroland Media Group Ltd. This is the same publisher that has been awarded the City Page advertising contract for the past four years.

2007 City Page Advertising Schedule

Publication	Circulation in Vaughan	Audited Circulation	Page Rate	Total Cost (weekly placements)
Vaughan Citizen/Liberal	63,750	Yes, CCAB	\$1,851 (to be confirmed)	1851 x 52 = \$96,252

Additional Advertising Placement Options

Should Council determine that an expanded advertising program is required to provide reasonable notice to Vaughan residents of City programs and initiatives – in addition to the

budgeted weekly placements in the Vaughan Citizen/Liberal, noted above – the following vendors serve the Vaughan market.

If an additional publication is selected, Council will need to approve additional funding.

Publication	Circulation in Vaughan*	Audited	Page Rate	Weekly Cost (52 issues)	Bi-Weekly Cost (26 issues)
2007 City Page Advertising Schedule					
Vaughan Citizen/Liberal	63,750	Yes, CCAB	\$1,851 (TBC)	1851 x 52 = \$96,252	--
Other Vendors					
Vaughan Weekly	15,300	No	\$800	\$41,600	\$20,800
Lo Specchio	19,000	No	\$1,670	\$86,840	\$43,420
Corriere Canadese	8,200	--	\$2,400	\$124,800	\$62,400
Tandem Weekly	47,910	Yes, CCAB	\$2,000 - \$2,400	2000 x 52 = \$104,000	2400 x 26 = \$62,400
Canadian Jewish News	9,000	No	\$2,545	\$132,340	\$66,170
Jewish Tribune	16,500	No	\$2,248	\$116,896	\$58,448

* see attached circulation maps

Corporate Advertising Policy Implementation

A central aspect of the Corporate Advertising Policy is the consolidation of Corporate advertising on the City Page advertisement to provide cost savings, as noted in Item 3.10 of the attached policy.

“All statutory advertisements intended for general circulation to the residents of Vaughan are published on the “City Page,” with the exception of those statutory ads targeting a specialized audience (see 5.0 and 6.0 below).”

The exception refers to tender advertising “placed in specialized trade/business publications that reach a specific audience” and recruitment advertising.

At this time, not all departments adhere to this provision of using the City Page advertisement for all ad placements. In 2006, a total of \$83,952 was spent by various departments to place ads in local newspapers, outside of the City Page (see attachment: 2006 Advertising Costs – Actual).

There is the opportunity to save up to \$84,000 if all advertising (with the above noted exceptions) is placed on the City Page.

To ensure these savings, the advertising policy needs to be fully implemented with the Purchasing and Clerks departments actively ensuring compliance of all departments with the policy.

Relationship to Vaughan Vision 2007

Implementation of this recommendation would promote the Corporate priorities to "disseminate information regarding key City projects and initiatives" and "develop and implement innovative alternatives for service delivery."

This report is consistent with the priorities previously set by Council and the necessary resources have been allocated and approved.

Regional Implications

Not applicable.

Conclusion

The placement of the City Page advertising contract with one local newspaper will continue to provide an effective vehicle for communicating City programs and initiatives to Vaughan residents and businesses.

Attachments

1. Corporate Advertising Policy, 2005
2. 2006 Advertising Costs (Actual)
3. Newspaper circulation maps

Report prepared by:

Frank Miele, Commissioner of Economic/Technology Development and Communications
Madeline Zito, Director of Corporate Communications
Ted Hallas, Manager of Corporate Communications

Respectfully submitted,

Frank Miele
Commissioner of Economic/Technology Development and Communications



CORPORATE ADVERTISING POLICY

prepared by
Corporate Communications

Frank Miele, Commissioner
Economic/Technology Development and Communications

April 8, 2005

Passed at Council June 15, 2005

CORPORATE ADVERTISING POLICY

1.0 Purpose

The Corporate Advertising Policy establishes service standards for the purpose of:

- 1.1 Providing accurate, timely and clear information to City of Vaughan residents, businesses, visitors and other stakeholders about City services, programs and employment opportunities.
- 1.2 Improving the visibility of local government in order to encourage greater interest and participation in local affairs.
- 1.3 Complying with all applicable statutory requirements.

2.0 General Criteria

- 2.1 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 Vaughan 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.
- 2.2 All advertising must support and promote the brand identity of the City of Vaughan, and be presented in a consistent, professional and recognizable format that includes the City's logo and the City's website address.
- 2.3 To realize the objective of minimizing advertising expenditures while still effectively fulfilling the City's notification requirements, the size format and frequency of all advertising will be key factors in any placement decision.

3.0 Procedures

- 3.1 In order to provide cost efficiencies and maximum visibility to the target audience, City advertising placements will be consolidated whenever possible and published on a "City Page" in a publication with a general circulation to the residents of Vaughan.

- 3.2 The City Clerk and the Purchasing Department are responsible for qualifying all publications in terms of circulation, frequency and any other appropriate criteria for the purpose of compiling a list of preferred vendors for the “City Page” placement.
- 3.3 In consultation with the office of the Commissioner of Economic/Technology Development and Communications, the Purchasing Department will issue an RFQ to preferred vendors in support of negotiations to place “City Page” advertising.
- 3.4 The office of the Commissioner of Economic/Technology Development and Communications is responsible for negotiating placement of the “City Page” with a qualified publication and will periodically review any advertising contracts to ensure cost efficiencies and compliance with the applicable provisions of this policy.
- 3.5 “City Page” advertising is coordinated through the office of the Director of Corporate Communications with responsibility for all production requirements, including templates, layout design, and proofing.
- 3.6 All advertisements published on the “City Page” must be formatted to an established template in order to reduce costs through efficient space allocation. While meeting the requirement of reasonable notice to the target audience, the size of notices will be minimized and will direct readers to the City’s website and/or the appropriate City department for more information.
- 3.7 The posting to the City’s website of additional information referenced on “City Page” advertising is coordinated by the office of the Director of Corporate Communications.
- 3.8 Although the target size of the “City Page” is one tabloid page, additional advertising space can be booked at the negotiated line rate to accommodate the placement of all statutory ads, when required.
- 3.9 The publishing schedule of the “City Page,” the duration of website postings, and any special requirements for statutory ad placement including provision 3.10 below, will support the frequency requirements specified by the City of Vaughan’s Notice Policy (By-Law Number 394-2002).
- 3.10 All statutory advertisements intended for general circulation to the residents of Vaughan are published on the “City Page,” with the exception of those statutory ads targeting a specialized audience (see 5.0 and 6.0 below).

4.0 Statutory or legal advertising requirements

4.1 Appropriate Form Of Notice

It is the responsibility of Council to ensure compliance with various provincial statutes that require Ontario municipalities to notify the public of proposed changes to by-laws and to provide public notice of various decisions. Council determines what is an appropriate form of notice for the City, which can include newspaper advertising. Section 251 of the Municipal Act, 2001, Part VI, states: “Where a municipality is required to give

notice under a provision of this Act, the municipality shall, except as otherwise provided, give the notice in a form and in the manner and at the times that the council considers adequate to give reasonable notice under the provision.”

4.2 Notice By-Law

Acceptable notification methods, as determined by Council, are included in the City’s Notice Policy (By-Law Number 394-2002). It is the responsibility of the City Clerk to develop, maintain and administer this by-law.

4.3 Other statutory requirements

The City Clerk is responsible for administering other notification requirements under various provincial statutes, including the Planning Act and the Elections Act.

4.4 Placement of statutory ads

All departments with a requirement for publishing a statutory ad on the “City Page” are responsible for forwarding ad materials to Corporate Communications within the publishing deadlines and in compliance with the City’s Notice Policy.

5.0 Tender and other purchasing advertising

5.1 In keeping with common practice among Canadian municipalities, tender advertising is placed in specialized trade/business publications that reach a specific audience. Generally, this type of advertising is not included in the “City Page” placement.

5.2 All departments that issue tender notices will coordinate with the Purchasing Department and the City Clerk to fulfill the notification requirements.

6.0 Recruitment advertising

6.1 Recruitment advertising is placed by the Human Resources Department within the career section of daily newspapers. The Human Resources Department uses the services of an advertising agency for this purpose.

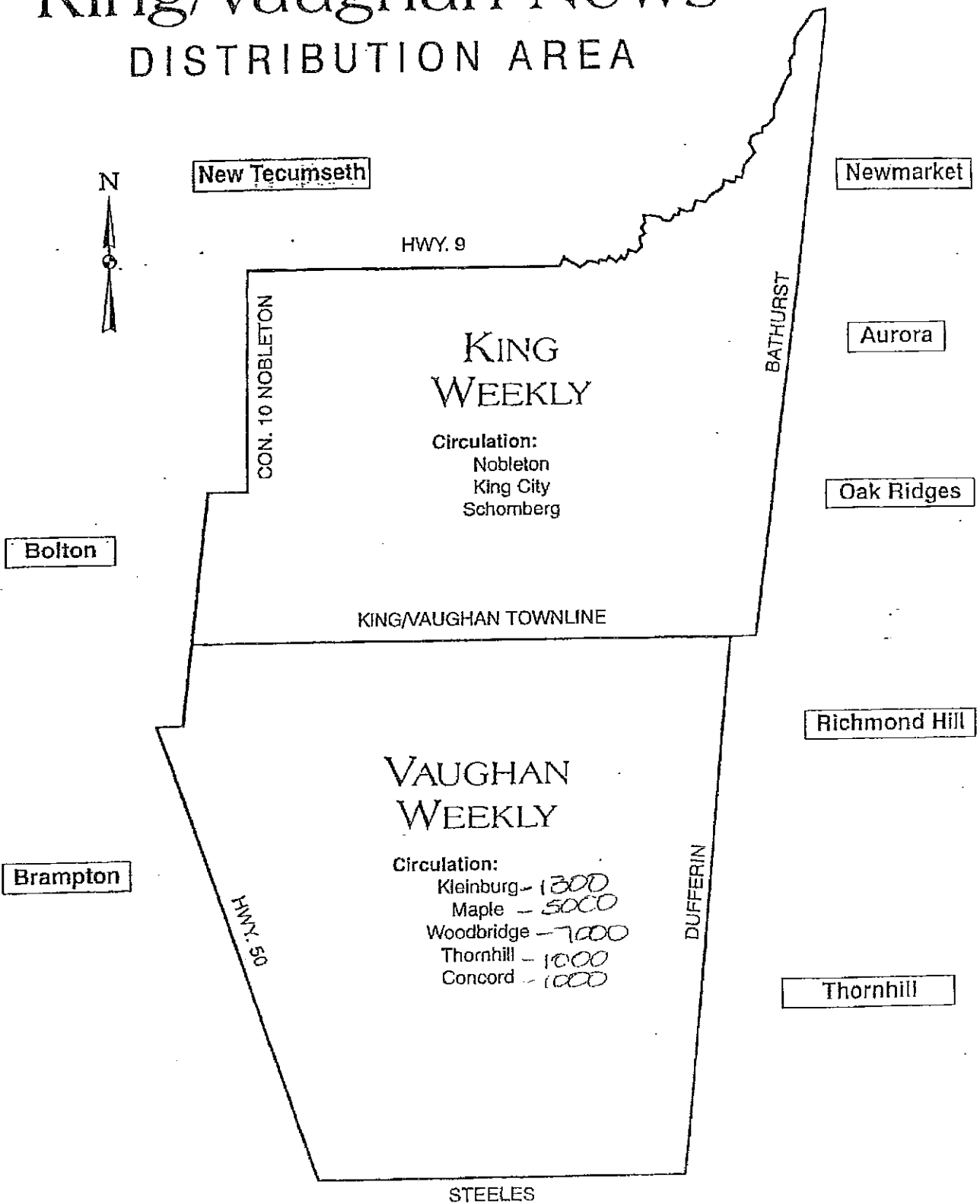
7.0 Other advertising opportunities

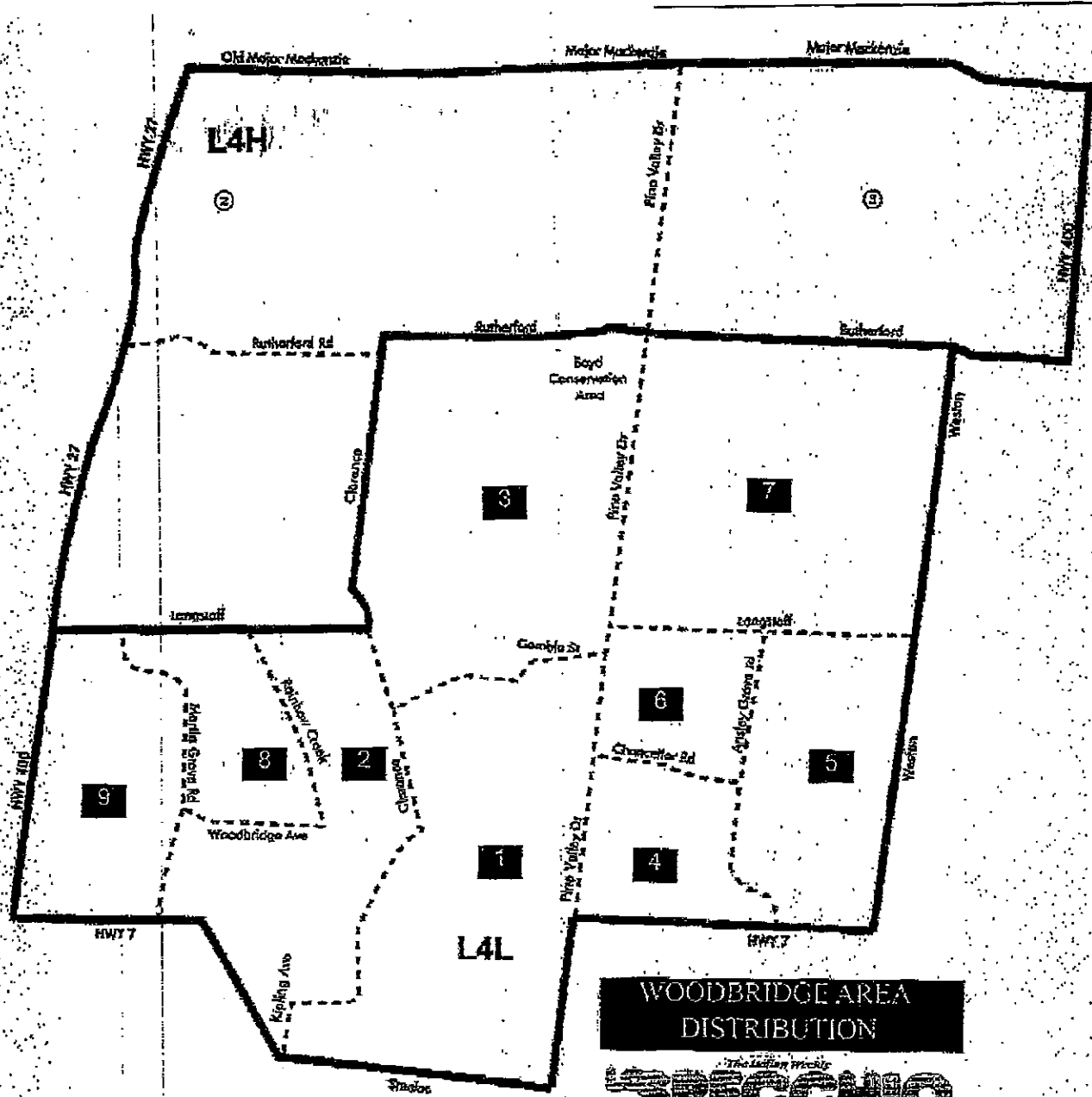
7.1 The “City Page” can include advertising in support of non-statutory City initiatives and programs, space permitting. Corporate Communications coordinates these placements, and submitting departments must comply with style templates and formatting standards.

7.2 When space is not available on the “City Page” for non-statutory ads, departments can place separate advertisements in pre-qualified publications if the department’s program budget provides for advertising placements.

- 7.3 Vaughan Council recognition for religious holidays of major faiths in the City will be limited to one general newspaper message per year per faith, when and where deemed appropriate by the Office of the Mayor.
- 7.4 To ensure that City information is made available to all its residents, and in recognition that the ethnic diversity of our community is a source of social, cultural and economic enrichment and strength, City advertising can be placed in ethno-specific community newspapers that publish in languages other than English. Corporate Communications arranges for the translation of advertising, where required. The office of the Commissioner of Economic/Technology Development and Communications is responsible for advertising placements in ethno-specific community newspapers upon determining that mainstream publishers do not reach the target audience for a specific message.

King/Vaughan News DISTRIBUTION AREA





L4L*	AREA # 3: 1696	AREA # 6: 1104	AREA # 9: 1656
AREA # 1: 1454	AREA # 4: 1392	AREA # 7: 2472 **	
AREA # 2: 1641	AREA # 5: 2407	AREA # 8: 703	

*Residential distribution

IN ADDITION TO OUR DOOR TO DOOR DISTRIBUTION,
 FREE COPIES OF LO SPECCHIO ARE AVAILABLE THROUGH MAJOR
 SUPERMARKETS, VARIETY STORES, BAKERIES, CLUBS, OFFICES ETC.
 THROUGHOUT THE CITY OF VAUGHAN (WOODBIDGE - MAPLE - THORNHILL)
 AS WELL AS SELECTED AREAS OF
 TORONTO - BRAMPTON - MISSISSAUGA - RICHMOND HILL
 AND BOLTON

** RUNOUT

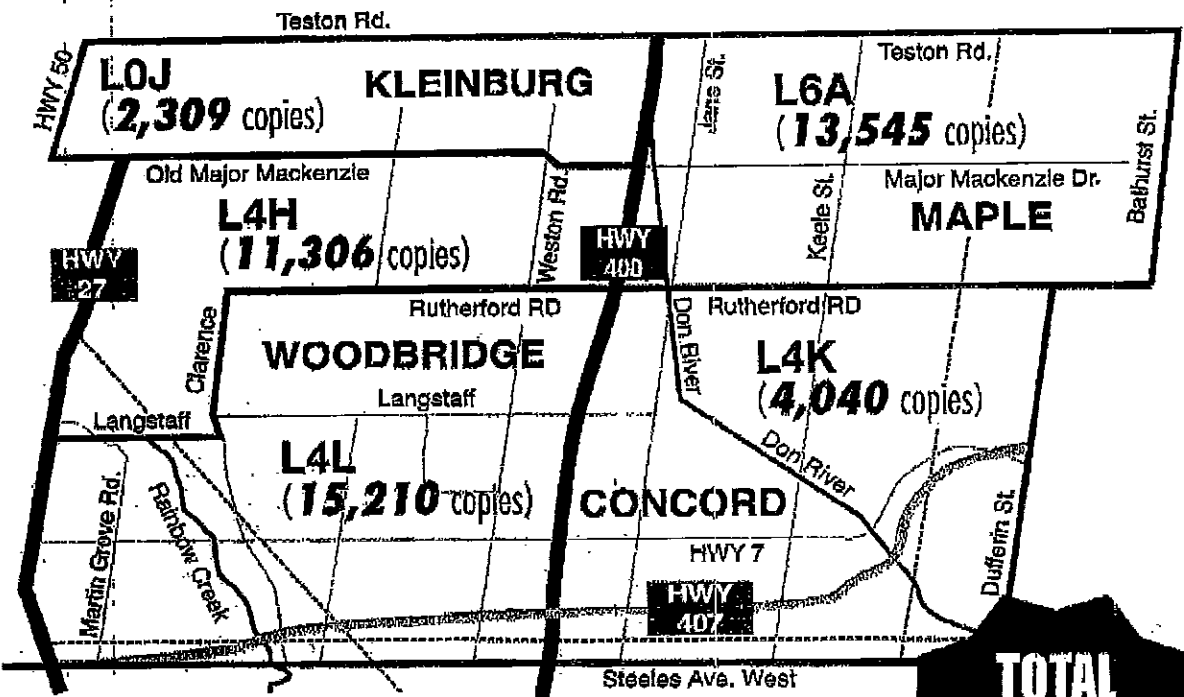


Tandem Distribution

Corriere Canadese Weekend

...of homes in the City of Vaughan...
...as well as Woodbridge, Maple, Concord and Kleinburg. The City of Vaughan...
...in the past 15 years alone. Its estimated 2007 population will...
...With an additional 10,000 copies inserted into home subscriptions of Corriere Canadese...
...Steeles Avenue, Tandem's black & white coverage reaches an affluent market second to none. ANYTHING MORE HERE...
...OF AN IRRESISTIBLE NATURE. STANDER DISTRIBUTION RELAYED

WEEKLY DISTRIBUTION MAP



plus Retail Business & Boxes (1,500 copies)

TOTAL DISTRIBUTION
62,519



VAUGHAN Total **47,910** copies
GTA Total **14,609** copies

CONTACT US

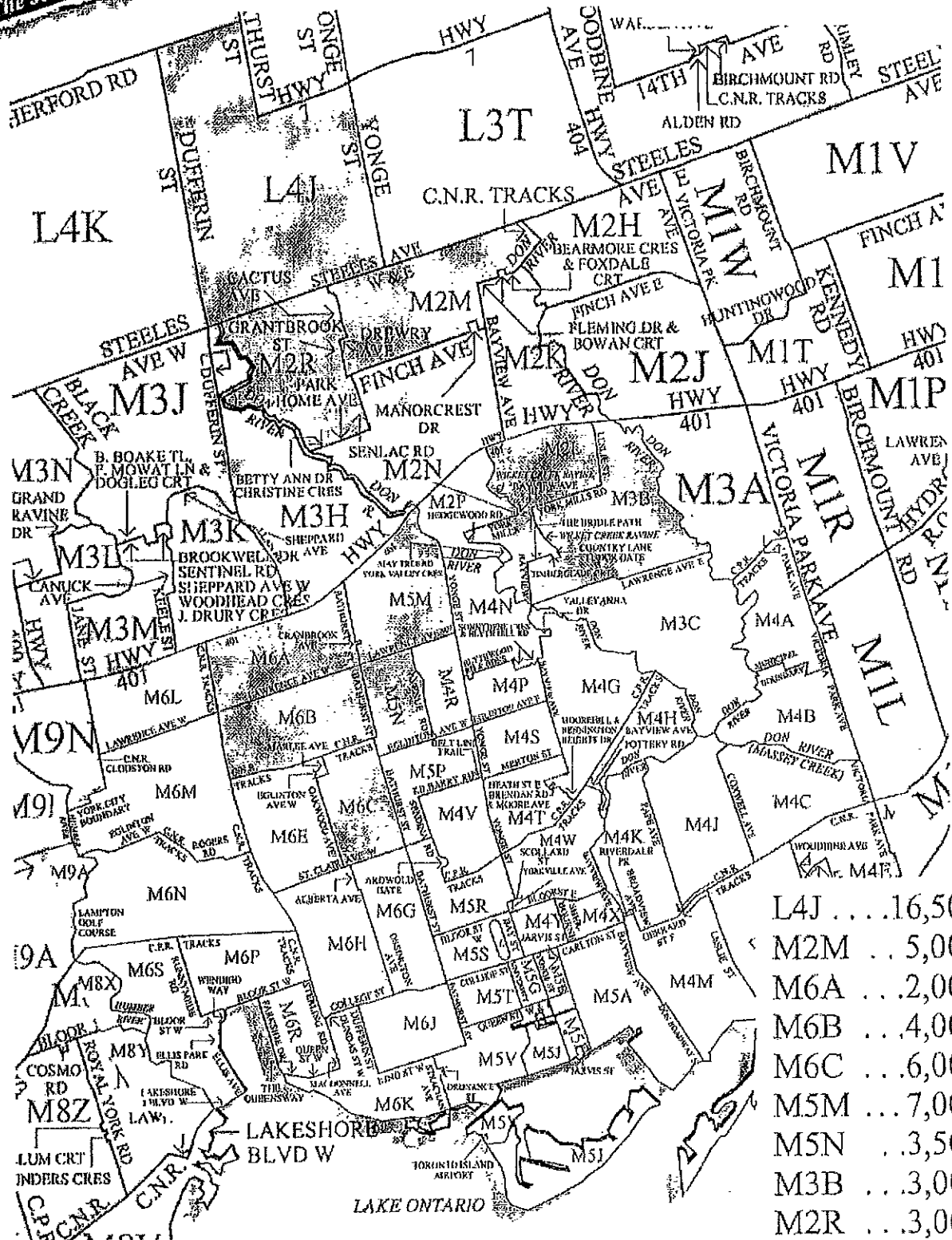
MulticomMedia
101 Wingold Avenue / Toronto, ON CANADA / M6B 1P8
Tel: 416-785-4300 / Toll Free: 1-877-503-5077 / Fax: 416-789-2383 / Email: info@multicommedia.ca
www.MulticomMedia.ca

Robert Brackett - Tel: 416 785-4311 ext. 340 Anna Maria Arcuri - Tel: 416 785-4311 ext. 231

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Postal Distribution

Tel: 416-633-6224 ext.163 • Fax: 416-633-0925
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M6A	...2,000
M6B	...4,000
M6C	...6,000
M5M	...7,000
M5N	...3,500
M3B	...3,000
M2R	...3,000