

COMMITTEE OF THE WHOLE (WORKING SESSION) APRIL 30, 2002

CITY PAGE ADVERTISING CONTRACT - VAUGHAN CITIZEN/LIBERAL

Recommendation

The Director of Corporate Communications recommends that the City of Vaughan enter into a two-year contract with the Citizen/Liberal for a weekly *City Page* in the Vaughan Citizen and the Thornhill Liberal as follows:

Year One	\$ 97,167	additional line rate \$.99 if required
Year Two	\$100,082	additional line rate \$1.02 if required

Purpose

The purpose of this report is to review the effectiveness of the *City Page* advertising after one year and consider entering into a new two-year contract as proposed by the Citizen/Liberal.

Background - Analysis and Options

In 2001, the City consolidated its Statutory advertising in the Vaughan Citizen/Liberal under the new look *City Page* and entered into a one-year contract at a cost \$97,167, to run weekly on Thursdays in both the Vaughan Citizen and the Thornhill Liberal.

The most significant effect of this change was to transfer Statutory advertising from the Toronto Star, to the Citizen/Liberal. This move was made possible due to the Citizen/Liberal's expanded circulation in Vaughan.

Analysis

Image

The *City Page* was an important step forward to establishing a consistent, professional and recognizable format for a significant portion of the City's advertising. Other local municipalities have used this same approach for some time now, for example:

Richmond Hill	2 pages
Markham	1 page with colour
Newmarket	1 page
Aurora	1 page
Stouffville	1 page
Georgina	1 page
East Gwillimbury	6 X 145

City Page on the Website

Corporate Communications is currently working with Economic and Technology Development to have the full contents of the *City Page* posted weekly on the City's Website as an additional opportunity for residents to access the information.

Content of the City Page

While the main focus and purpose of the *City Page* was for the placement of Statutory ads, unused space was provided to departments for their advertising and promotional needs. The attached chart identifies the breakdown of departmental usage.

Size of the *City Page*

The tabloid size page was adequate for our advertising needs in 2001. There were very few occasions when ads had to be pulled or held back for another week due to lack of space. On only two occasions was it necessary to purchase excess space to accommodate all necessary ads.

Response/Results

User departments have reported an increased response to their ads since the development of the *City Page*. No formal polls or surveys have been taken to further gauge public awareness of this advertising tool, however as time progresses the public will become more and more aware of the service.

Contract Costs

The Citizen/Liberal is offering a two-year contract, with the first year at the same rate as 2001.

The weekly *City Page* in the Thursday Citizen (9 columns x 196 lines) plus the weekly *City Page* in the Thursday Thornhill zone of the Liberal (10 columns x 176 lines) is at a combined cost of \$1,746.36 plus GST per week or an annual cost of \$ 97,167 for the first year.

Should additional space be required that rate would be \$0.99 per agate line.

The Citizen/Liberal is quoting a 3% increase in the second year to \$1.02 per agate line, or \$1,798.75 plus GST per week or an annual cost of \$100,082 for year two.

Spot colour rates have not changed from the previous contract, although it should be noted that spot colour was not used in the first year of the contract:

One (1) spot colour	\$100.00
Two (2) spot colours	\$175.00
Process (4) colour	\$250.00

Additional Promotional Advertising Rebate

The Citizen/Liberal is offering an 8% rebate on the City's total spending with the York Region Newspaper Group, (which includes York Region Printing), in advertising space.

Based on our current spending that would mean an additional \$8,000 in promotional advertising space, at no cost. Broken down, 4% could support the arts or special events such as Concerts in the Parks, and an additional 4% would go towards corporate sponsorships, like Winterfest, Canada Day and the Golf Classic Tournament.

Overall City Advertising Costs

The impact on overall city advertising costs cannot be calculated in detail due to two factors:

- 1) Accounting reports for advertising include subscriptions, inserts, etc., as well as traditional advertising, and
- 2) The *City Page* did not start until March of 2001 with traditional advertising patterns (i.e. Statutory ads in the Star) continuing for the first two months of the year.

In spite of these variables, advertising totals for 2001 compared to 2000 are as follows:

- Total departmental advertising for all sources (including Corporate Communications *City Page* advertising) decreased by \$30,000.
- Payments to the Toronto Star decreased by \$90,000.
- Payments to the Vaughan Citizen/Liberal increased by \$64,000.

Administration/Procedures – *City Page*

Ad design and layout including liaison functions with user departments and the Citizen/Liberal has been carried out by the Corporate Communications Department. Attention is given to ensure consistency and balance between ads submitted by various departments.

Other City Advertising

Individual departments administer other City advertising in trade publications and other local, national, and ethno-cultural newspapers through the Purchasing Department, in accordance with the advertising policy.

Conclusion

The *City Page* is used extensively by City departments and the Vaughan Public Libraries as a mechanism for communicating with the public through the posting of Statutory ads, notices, and other public service announcements. It provides residents with a convenient and predictable location to find out what's new and what's happening in the City. Preliminary financial analysis indicates that it is a cost-effective way to provide advertising services.

The proposed new two-year contract from the Citizen/Liberal offers the first year at last year's rates and the second year at a 3% increase. An 8% rebate on free advertising space in the amount of approximately \$8,000 is an added benefit. Should Council concur, the recommendation supports entering into another two-year contract.

Attachments

Advertising Statistics

Report prepared by:

Victoria Leskie

Respectfully submitted,

Victoria Leskie
Director of Corporate Communications

CITY PAGE
ADVERTISING STATISTICS

Mar 8, 2001 – Feb 28, 2002

TOTAL ADS RUN:	319
Statutory Ads:	39%
Non-Statutory Ads:	61%
Department Initiated Ads:	96%
Corp Communications Initiated Ads:	4%

Corporate Communication Initiated Ads

Vaughan Street Maps
To Our American Friends
Community Spirit Day (York Region)
Looking for Agendas & Minutes
Summer Safety Tips
Is your Campfire Safe?
Halloween Safety Tips
Al Palladini Dedication
Al Palladini Book of Condolences
Census Day
Children Playing...Drive Carefully
It's Been a Long Winter
Set Your Clocks Forward/Back
Annual Report & Survey

**THE VAUGHAN CITIZEN/LIBERAL
ADVERTISING YEAR-END SUMMARY
MARCH 8, 2001 – FEBRUARY 28, 2002**

DEPARTMENT	STATUTORY ADS	EMPLOYMENT ADS	NOTICES	BULLETIN BOARD
Buildings, Facilities & Parks	1	0	0	0
Building Standards	0	0	0	0
By-Laws	0	0	0	2
Clerk's	39	0	6	0
Corporate Communications	0	0	0	12
Council	0	0	0	7
Economic & Technology	0	3	0	0
Engineering	9	0	0	7
Finance	9	0	0	0
Fire & Rescue Service	0	0	0	22
Human Resources	0	23	0	0
Hydro Vaughan	1	0	0	0
Legal	0	0	0	0
Libraries	0	0	0	37
Parks Development	0	0	0	0
Planning	12	0	0	0
Public Works	39	0	0	7
Purchasing	9	0	0	0
Real Estate	0	0	0	0
Recreation	2	9	0	17
Special Events	0	0	0	40
Urban Design	4	0	0	0
VBEC	0	0	0	2
TOTAL:	125	35	6	153