

COMMITTEE OF THE WHOLE (WORKING SESSION) MAY 28, 2002

NEWSPAPER ADVERTISING POLICY

(Deferred from Council meeting – May 13, 2002)

Council, at its meeting of May 13, 2002, adopted the following:

That this matter be deferred for consideration with the City Page Advertising Contract, in accordance with the memorandum from the City Clerk, and the Director of Corporate Communications, dated May 9, 2002.

The Committee of the Whole (Working Session) recommends:

- 1) That the recommendation contained in the following report of the City Clerk, dated April 30, 2002, be approved, subject to replacing “All newspapers” with “All community and ethno-cultural newspapers distributed within the City of Vaughan” in the Newspaper Advertising Policy under “Criteria for Placement of Advertising”, under the heading, 3 e) “Election Notices”; and**
- 2) That staff be directed to exercise discretion to utilize the appropriate methods necessary to focus on the desired target audience, with respect to Legal and/or Statutory Notices.**

Recommendation

The City Clerk recommends that the attached Advertising Policy be approved and that the current policy be rescinded.

Purpose

To comply with a Council directive to bring forward a revised advertising policy.

Background - Analysis and Options

Over the years the City's current advertising policy has been amended a number of times and requires consolidation. More recently, the policy was revised to provide that all legal and statutory notices which previously were published in the Toronto Star be posted in the Liberal/Vaughan Citizen "City Page". This has resulted in considerable savings. A report dealing with the "City Page" contract has been brought forward concurrently with this report for consideration.

Conclusion

The attached policy is a consolidation of the previous policy and its various amendments. The policy is less fragmented and should be easier for the various departments to administer in placing advertisements in the various ethno cultural and community newspapers across the City. Accordingly, the policy is being recommended for approval.

Attachments

Extract from Council Meeting Minutes of May 13, 2002
Newspaper Advertising Policy

Report prepared by:

John D. Leach, City Clerk
Joseph Chiarelli, Manager of Licensing and Special Projects

Respectfully submitted,

John D. Leach
City Clerk

CITY OF VAUGHAN

EXTRACT FROM COUNCIL MEETING MINUTES OF MAY 13, 2002

Item 2, Report No. 33, of the Committee of the Whole (Working Session), which was considered by the Council of the City of Vaughan on May 13, 2002, was dealt with by approving:

That this matter be deferred for consideration with the City Page Advertising Contract, in accordance with the memorandum from the City Clerk, and the Director of Corporate Communications, dated May 9, 2002.

2

NEWSPAPER ADVERTISING POLICY

The Committee of the Whole (Working Session) recommends:

- 1) That the recommendation contained in the following report of the City Clerk, dated April 30, 2002, be approved, subject to replacing “All newspapers” with “All community and ethno-cultural newspapers distributed within the City of Vaughan” in the Newspaper Advertising Policy under “Criteria for Placement of Advertising”, under the heading, 3 e) “Election Notices”; and
- 2) That staff be directed to exercise discretion to utilize the appropriate methods necessary to focus on the desired target audience, with respect to Legal and/or Statutory Notices.

Recommendation

The City Clerk recommends that the attached Advertising Policy be approved and that the current policy be rescinded.

Purpose

To comply with a Council directive to bring forward a revised advertising policy.

Background - Analysis and Options

Over the years the City's current advertising policy has been amended a number of times and requires consolidation. More recently, the policy was revised to provide that all legal and statutory notices which previously were published in the Toronto Star be posted in the Liberal/Vaughan Citizen “City Page”. This has resulted in considerable savings. A report dealing with the “City Page” contract has been brought forward concurrently with this report for consideration.

Conclusion

The attached policy is a consolidation of the previous policy and its various amendments. The policy is less fragmented and should be easier for the various departments to administer in placing advertisements in the various ethno cultural and community newspapers across the City. Accordingly, the policy is being recommended for approval.

Attachments

Newspaper Advertising Policy

Report prepared by:

John D. Leach, City Clerk
Joseph Chiarelli, Manager of Licensing and Special Projects

(A copy of the attachments referred to in the foregoing have been forwarded to each Member of Council and a copy thereof is also on file in the office of the City Clerk.)

City of Vaughan
NEWSPAPER ADVERTISING POLICY

1. GENERAL INFORMATION

Definitions

Community Newspaper: is defined as a regular publication directed at a specific geographic area(s) within the City of Vaughan.

Ethno-Cultural Newspaper: is defined as a regular publication directed at a specific ethno-cultural community(s) within the City of Vaughan. (All such papers who publish in languages other than English will be required to provide translations and guarantee that the said translation is accurate.)

2. CRITERIA FOR QUALIFICATION

All publications wishing to receive City of Vaughan advertising will be required to submit an application (Schedule "A") annually. Those meeting the criteria, as set out below, will be eligible to receive City advertising in accordance with the City's advertising policy.

(Note: The gathering of information in this regard will be undertaken by the City's Purchasing Department.)

Criteria

Companies must provide proof that they have provided consecutive issues (daily, weekly, monthly, etc.) for a period of no less than one (1) year. The minimum publication frequency acceptable to the City of Vaughan shall be at least one (1) per month.

Publications must reach the audiences they claim to serve. Priority will be given to publications with proven, audited circulation. Where no audited circulation figures exist, a printer's invoice, showing quantity printed, will be required.

Companies must provide a firm statement regarding the frequency of publications (daily, weekly, monthly, etc.) together with deadline dates within which ads must be placed in order to appear on the publication date.

3. CRITERIA FOR PLACEMENT OF ADVERTISING

Selection of Newspapers

Decisions about placing ads will be made by the Departments placing the ads based on the function of the ads, target audience, availability of funds, deadlines, line rates and frequency of circulation of newspapers in accordance with the following criteria:

A. Employment Advertisements

i) Managerial/Executive Positions

- Toronto Star
- Globe & Mail

ii) Other Positions

- The Liberal/Vaughan Citizen *City Page*
- Lo Specchio
- Vaughan Weekly
- Canadian Jewish News

B. Tender Advertisements

i) Construction/Service Tenders

- The Daily Commercial News
- Electronic Tendering Network

ii) Supply and Services Tenders

- The Liberal/Vaughan Citizen *City Page*
- Lo Specchio
- Vaughan Weekly

C. Legal and/or Statutory Notices

- The Liberal/Vaughan Citizen *City Page*

D. General Public Information Notices

All community and ethno-cultural newspapers distributed within the City of Vaughan.

E. Election Notices

All newspapers.

4. **ADVERTISING MEDIA**

The following represents the current options for advertising:

Canadian Jewish News
Daily Commercial News
Jewish Tribune
Lo Specchio
Tandem
Vaughan Weekly

Corriere Canadese
Globe & Mail
The Liberal/Vaughan Citizen
Post Magazine
Toronto Star

City of Vaughan
NEWSPAPER ADVERTISING APPLICATION

Legal Name: _____

Name of Publication:
(if different from above) _____

Address: _____

Tel: _____ Fax: _____

Email: _____

Publisher: _____ City Representative: _____

Editor: _____ Language of Publication: _____

Ethnic Group of Community Served: _____

Total Circulation (number of copies): _____ Number of Copies Paid: _____

NOTE: Please attach a copy of circulation affidavit or printer's invoice quality printed.

Area of City which is predominantly served by the circulation: (e.g. Woodbridge, Maple, Thornhill, Rural Area, etc.) _____

How is the Newspaper distributed? % by Mail: _____

% by Courier: _____ % by Retail Outlets/Newsstands: _____

When did Newspaper start publishing: _____

Do you publish regularly – please specify (daily, weekly, bi-weekly, monthly): _____

NOTE: Please provide a copy with your application.

Please provide deadlines for the placing of ads: _____

What is the advertising rate/agate line: _____

Application completed by:

Name: _____ Tel: _____

Title: _____

Signature: _____ Date: _____

Return to: City of Vaughan, Purchasing Services Department
2141 Major Mackenzie Drive, Portable Building
Vaughan, Ontario L6A 1T1

OFFICE USE ONLY

Approved by: _____ Date: _____

Circulated by: _____ Date: _____