

BUDGET COMMITTEE - FEBRUARY 27, 2007

2006 ADVERTISING EXPENDITURES FOR THE CITY PAGE ADVERTISEMENTS

Recommendation

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

That this report be received for information only, as requested by the Budget Committee, February 20, 2007, and referenced in Item 2 (1g), Report No. 2 of the Budget Committee for consideration by Council, February 26, 2007.

Economic Impact

Not applicable.

Communications Plan

Not applicable.

Purpose

The purpose of this report is to provide a summary of expenditures made in 2006 for the placement of the City Page advertisements in local papers. Specifically, the additional information requested is "a detailed breakdown of Corporate Communications advertising expenditures for the City Page and various other newspapers."

Background - Analysis and Options

In 2000, Council authorized the establishment of a "City Page" to serve the information needs of Vaughan residents. The "City Page" was published in the Vaughan Citizen as the City's main communications vehicle. The City has an annual contract with the Vaughan Citizen to ensure that City Page expenses are kept to a minimum. The City Page in the Vaughan Citizen has been an effective tool in communicating to our citizens in recent years. The Vaughan Citizen is distributed to over 60,830 households and it has been the vehicle for citizens to be informed on projects and events taking place at the City.

In 2006, at the request of the Mayor's Office, Corporate Communications was directed to increase the frequency of City Page placements in Lo Specchio, the Vaughan Weekly and Tandem newspapers to strengthen and improve our communications with residents and businesses alike. As this was a pilot project that would end in December, 2006, it was not part of the Corporate Communications 2006 operating budget. This pilot project was totally funded by sponsorship support arranged through the Mayor's Office.

Corporate Communications is responsible for producing and placing the City Page advertisements on behalf of the Corporation. The advertising account 020002.7135 is used to pay the cost of publishing City Page advertisements in local papers. The cost of 2006 ad placement of the City Page by publication was:

Vaughan Citizen/Liberal	\$45,547
Vaughan Weekly	\$11,900
Lo Specchio	\$19,019
Tandem	\$10,200
TOTAL	\$86,666

Here is the ad placement frequency for 2006:

Vaughan Citizen/Liberal	bi-weekly -- 26 issues (full year)
Vaughan Weekly	bi-weekly -- 17 issues (May – Dec)
Lo Specchio	bi-weekly -- 20 issues (March – Dec)
Tandem	weekly -- 20 issues (Aug – Dec)

As part of the pilot project, advertising placements in 2006 were supplemented by revenues of \$35,000 from the private sector through “Marketing and Promotion Sponsorships” arranged through the Mayor’s Office.

In addition, it is important to note that the City did not pay the full rate card costs of advertising in 2006. These special arrangements with the publishers were made through the Mayor’s Office.

The original accounting statements for the Corporate Communications department did not include a separate revenue line for these sponsorships. Instead, these revenues were deducted from the advertising account. As a result, the statements did not show the true invoiced cost of publishing the City Page in 2006. This has been corrected and the department statements now show an ad sponsorship revenue line and a revised placement cost.

Relationship to Vaughan Vision 2007

Publication of the City Page advertisements support the following priorities established in Vaughan Vision 2007: Develop and implement innovative alternatives for service delivery; Disseminate information regarding key City projects and initiatives; and develop and manage all core departmental publications through a centralized client service department.

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

This report provides details of expenditures for the placement of the City Page advertisements in 2006, and notes the revision of the Corporate Communications financial reports by adding a separate accounting of ad sponsorship revenues against actual ad expenditures.

Attachments

No attachments.

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Respectfully submitted,

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Commissioner of Economic/Technology Development and Communications