

BUDGET COMMITTEE - APRIL 17, 2007

PROPOSED 2007 COUNCIL CORPORATE ADVERTISING SCHEDULE

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, 2007 Draft Operating Budget – Additional Information Request, February 19, 2007 and adopted by Council on March 19, 2007.

Economic Impact

The 2007 Council corporate advertising expenditures are included in the 2007 draft operating budget.

Communications Plan

Not applicable.

Purpose

The purpose of this report is to provide a summary of proposed expenditures in 2007 for the placement of Council corporate advertisements in local papers.

Background - Analysis and Options

The following information is provided in response to the request "That staff bring forward for Council's review and approval a list of dates for Council Corporate advertising, including media outlets and estimated costs."

Council Corporate Advertising is a Council budget item, administered by the Clerks Department. Ad production and placement is coordinated by the Corporate Communications Department. Each year, a series of "holiday greeting ads" are placed in local papers on behalf of the City of Vaughan and Vaughan Council.

Please note that the schedule is based on the placement frequency and selection of local newspapers used in 2006. The month of publication is stated in the schedule – specific dates of publication will be established when the ad placement is confirmed with the applicable newspaper.

The proposed 2007 Council Corporate Advertising schedule is attached.

Relationship to Vaughan Vision 2007

Publication of the City Page advertisements supports the priority established in Vaughan Vision 2007 to strengthen the corporate image and identity.

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 proposed expenditures for the placement of Council corporate advertisements in 2007.

Attachments

Proposed 2007 Council Corporate Advertising Schedule

Report prepared by:

Madeline Zito,
Director of Corporate Communications

Ted Hallas,
Manager of Corporate Communications

Respectfully submitted,

Frank Miele
Commissioner of Economic/Technology Development and Communications

