

CORPORATE ADVERTISING POLICY

(Referred from the Committee of the Whole (Working Session) meeting of May 10, 2005)

The Committee of the Whole (Working Session), at its meeting of May 10, 2005, recommended the following:

That this matter be referred to a Special Committee of the Whole meeting on May 16, 2005.

Report of the Commissioner of Economic/Technology Development and Communications dated May 10, 2005

Recommendation

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

- 1) That the attached "Corporate Advertising Policy," dated April 8, 2005 be approved; and
- 2) That this policy document supersede all existing City policies, procedures or practices relating to corporate advertising, including Policy No. 3.08 "Advertising Policy (Consolidated)," Policy No. 5.2.05 "Newspaper Advertising Policy," and Policy No. 3.05 "Advertising Special Events/Occasions/Religious Holidays;" and
- 3) That departmental responsibilities relating to corporate advertising be confirmed, including Human Resources managing recruitment advertising; the Purchasing Department managing the placement of all bid advertising; Corporate Communications managing "City Page" content; the City Clerk's administration of statutory notice requirements; and Economic/Technology Development and Communications' overall management of advertising programs as detailed in the policy.

Economic Impact

With the implementation of this policy, which provides for the negotiation of a favourable advertising rate and reducing the duplication and repeat placements of statutory ads, the annual cost savings to the Corporation are estimated to be \$50,000.

Purpose

To obtain Council approval of the Corporate Advertising Policy, dated April 8, 2005.

Background - Analysis and Options

Various City departments have requirements to communicate City information to residents and other target audiences through the use of advertising.

The Corporate Advertising Policy details advertising practices that will:

- strengthen accountability as it relates to departmental responsibilities for the placement of statutory advertisements;
- minimize advertising costs by consolidating ad placements, including statutory newspaper advertisements on the "City Page;"

- introduce ad templates for more cost-effective use of space; and
- support the Corporation's brand identity by standardizing advertisements to achieve consistency of design and format.

Current City Advertising Expenditures

In 2004, the City's consolidated advertising budget totaled \$388,745 for all departments reporting line code 7135. Not all advertising expenditures are included in line code 7135 – some advertising expenditures are part of specific projects with their own budget line code. However, the above total includes all statutory ads, the main category addressed by the Corporate Advertising Policy.

Several City departments have special statutory advertising requirements that have been identified in the new policy. These include the placement of recruitment ads by Human Resources and tender advertisements placed in trade publications targeting a specific audience.

Currently, approximately 70% of "City Page" space is used for statutory ads, representing an advertising cost of \$75,600 in 2004. Excluding employment ads and tender ads as noted above, the cost of placing statutory ads outside of the City Page was \$66,750 in 2004.

City Page Advertising

In 2000, Council authorized the establishment of a "City Page" to serve Vaughan residents and to be published in a newspaper meeting the circulation requirements for statutory ads, as determined by the City Clerk and the Purchasing Department. 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.

Consolidation of Advertising

The Corporate Advertising Policy supports 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 will produce significant savings over the cost of statutory ads running outside the "City Page." With few exceptions, all statutory ads will run on the City Page, thereby removing any duplication of ad placements and minimizing repeat placements.

All City advertising will be consolidated under the Corporate Communications department, with the exception of specialized advertising requirements, such as tender advertising and recruitment advertising, as detailed in the new Advertising Policy.

Further consolidation of the advertising function, in terms of departmental responsibilities, will not provide any significant benefit. The expertise for the various aspects of the advertising function currently resides in the appropriate departments. For example, the City Clerk is responsible for maintaining and administering the City's Notice Policy which directly relates to the placement of statutory ads. The Purchasing Department fulfills the accounting requirements and has established procedures for qualifying preferred vendors for the placement of statutory ads through the Request For Quote/Proposal process. Human Resources is responsible for creating and placing job opportunity ads as part of the overall recruitment process.

Standardized Templates

Further cost savings can be realized through the use of standardized templates for "City Page" placements and other statutory ads. The Corporate Communications Department is redesigning the layout of the "City Page" to incorporate set size formats for various categories of ads and a more "user-friendly" look. Published ads direct readers to the City's website for more information. A more compact design will free up space to accommodate other requests for coverage on the "City Page." Corporate Communications is also redesigning the "City Page" section on the website to post expanded information, including maps.

City Page Size and Frequency

There is no set size for the "City Page," although the established practice is to book a full tabloid page. Minimum "City Page" size would be determined by the number of statutory ads required to be published each week – this could be 1/2 page one week and 2 pages another week. The policy provides the flexibility to adjust frequency and space booked to fulfill all notification requirements, as detailed in the City's Notice Policy.

Other Considerations

With support provided by the City Clerk and the Purchasing Department, the qualification of newspapers for the placement of statutory ads is the responsibility of the office of the Commissioner of Economic/Technology Development and Communications. The key considerations are circulation and frequency in order to meet statutory notice requirements, as well as readership acceptance, placement costs, and other services negotiated as part of any advertising agreement.

One objective of the policy is to consolidate statutory ads to produce cost savings. It is also the intent of this policy, through such provisions as expanding the information posted on the City's website, to encourage all City departments, committees, and project teams to communicate City information in innovative ways to generate free publicity, editorial coverage, etc.

Relationship to Vaughan Vision 2007

Implementation of this recommendation would promote the following priorities established in Vaughan Vision 2007:

- 1.3.3 Develop and implement innovative alternatives for service delivery.
- 6.5.1 Disseminate information regarding key City projects and initiatives.
- 6.5.2 Develop and manage all core departmental publications through a centralized client service department.

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

Conclusion

Approval of the "Corporate Advertising Policy" will allow the City to better communicate information to residents and other target audiences through the cost-effective use of available advertising opportunities.

Attachments

Corporate Advertising Policy, dated April 8, 2005

Report prepared by:

John D. Leach, City Clerk
Madeline Zito, Director of Corporate Communications
Ted Hallas, Manager of Corporate Communications



CORPORATE ADVERTISING POLICY

prepared by
Corporate Communications

Frank Miele, Commissioner
Economic/Technology Development and Communications

April 8, 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 Services Department will issue a multi-term Bid(s), for the purpose of determining successful bidders based on qualifications and price.

- 3.4 The Office of the Commissioner of Economic/Technology Development and Communications is responsible for:
- a) Placement of the advertising contracts with the successful bidders.
 - b) Periodically review any advertising contracts to ensure cost efficiencies and compliance with the contract and the applicable provisions of this policy, and
 - c) In consultation with the Director of Purchasing Services, negotiate pricing, at the end of the specified term of the multi-term contract, if it is in the best interest of the City.
- 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 established line rate in the bid contract 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, bid advertising is placed in specialized trade/business publications, Electronic Tendering Network (ETN) and other methods as appropriate to reach a specific audience. Generally, this type of advertising is not included in the “City Page” placement.

5.2 All departments that issue bid advertisement 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 with successful bidders 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.