

Lac La Biche County *Policy*

TITLE: Community Advertising

POLICY NO: CM-71-029

RESOLUTION: 21.437

EFFECTIVE DATE: June 1, 2021

DEPARTMENT RESPONSIBLE: Recreation & Culture

NEXT REVIEW DATE: June 1, 2024

POLICY STATEMENT:

Lac La Biche County welcomes and encourages community advertising in Lac La Biche County Recreation & Community Services Division publications, online and digital media platforms to promote and support the provision of programs, events and services that are available to and which enhance the quality of lives of County residents.

Administration shall establish procedures for this policy and shall be responsible to ensure the spirit and intent of the policy is adhered to.

DEFINITIONS:

- 1.1 **Business** refers to for-profit or non-charitable status individuals, businesses, or organizations.
- 1.2 **Digital Media** refers to the digital media screens located in County recreation facilities and outdoor digital media screen located at the corner of 91 Avenue and Beaverhill Road.
- 1.3 **Non-Profit Organization** refers to community groups, service organizations and clubs who are registered with Charitable or Society status or are an affiliate of a recognized association.
- 1.4 **Online** refers to social media platforms and online Community Events Calendar.
- 1.5 **Publications** refers primarily to the Community Activity Guide but may include other printed promotional materials.

PRINCIPLES:

- 1.1 This policy applies to non-profit organizations primarily, but may also include limited privatized and local businesses who offer programs and services that enhance the quality of life and well-being of County residents, are in partnership with County to offer such programs or services, or are considered recreation-based in nature, including:
 - i. Recreation, leisure, and sports activities
 - ii. Arts, culture and educational programming or opportunities
 - iii. Preventative social programming, services, or opportunities
 - iv. Community events or other related special programming
 - v. Travel, attraction or tour companies, recreational equipment rentals, professional services (e.g.) massage, kayak/boat rentals, fishing guides, etc.

1.2 The following subject matters will not be permitted:

- i. Political platforms or advertisements
- ii. Religious content
- iii. Unbecoming or unfavorable ads (e.g.) smoking, weapons, drugs/alcohol, sexually suggestive, etc.
- iv. Offensive or inappropriate subject or advertisements
- v. Personal business ads (e.g.) Scentsy consultants, housekeeper services, babysitting, etc.

1.3 Advertising will be available on a first come, first serve basis as space permits, while following the provisions of this policy.

1.4 All advertising must meet the County’s visual standards, specifications, and submission standards. Lac La Biche County has the right to reject advertising requests that do not meet acceptable content or submission standards.

1.5 Advertising specifications, availability and fees shall be determined by Lac La Biche County Recreation & Culture department.

1.6 Non-Profit organizations may request that the County share social media posts or advertisements on Lac La Biche County Recreation & Community Services Division social media platforms such as Facebook, Twitter, Instagram, etc. These requests shall be considered and determined at the discretion of the Recreation & Community Services management team on a limited basis.

1.7 County websites (*with the exception of the Community Events Calendar*) do not form part of this policy.

“Original Signed”
Chief Administrative Officer

June 14, 2021
Date

“Original Signed”
Mayor

June 15, 2021
Date

SPECIAL NOTES/CROSS REFERENCE: CM-71-029 Procedure

AMENDMENT DATE:

Procedure

TITLE: Community Advertising

PROCEDURE NO: CM-71-029

EFFECTIVE DATE: June 1, 2021

DEPARTMENT RESPONSIBLE: Recreation & Culture

NEXT REVIEW DATE: June 1, 2024

GENERAL GUIDELINES:

Community Activity Guide Advertising

The County's Community Activity Guide is an important vehicle for the promotion of information relating to programs, events and services provided by the County, community groups, associations, service organizations and recreation related businesses in the County.

PROCEDURE:

1. The Recreation & Culture department will promote advertising opportunities for upcoming editions of the Community Activity Guide.
2. All inquiries, commitments and submissions shall be directed to the Recreation & Culture Department.
3. The Recreation & Culture department will encourage organizations and community groups to submit ads and work with advertisers to ensure ads comply with specifications and standards.
4. Advertising space is limited and offered on a first come, first serve basis (*priority given to non-profit organizations*) as available or until posted deadlines. The Recreation & Culture Department will assess advertising space needs for each edition based on commitments to promote as many programs and services as possible.
5. Advertising specifications, availability and fees shall be determined by Lac La Biche County Recreation & Culture department (*attached as Schedule "A"*).
6. Ads must be provided in high resolution JPEG, PNG, or PDF formats as per specifications.
7. Ads must be submitted by the posted deadlines.

Digital Media Advertising

The purpose of digital media screens is to create awareness and promote community programs, events and initiatives happening within the community and recreation facilities. Priority is given to County sanctioned programs, events, workshops, services, and initiatives. Third party advertisers, user groups, lessees, schools, non-profit organizations, and recreation-based businesses can request digital media advertising, provided requests meet the County's acceptable content and submission standards.

PROCEDURE:

1. The digital media screens are managed and administered through the Recreation & Culture department.
2. The Administrative Coordinator will be responsible for coordinating, programming, and monitoring all digital media ads requests and schedules.
3. All requests shall be submitted at least 7 days prior to the desired rotation date.
4. Digital media files will not be played in rotation for more than four (4) weeks and cannot be stale dated (*exceptions may be granted at the discretion of the Manager, Recreation & Culture and for those included within agreements*).

5. Professionally created ads are the responsibility of the advertiser. Ads must be submitted in high resolution JPEG or PNG format to be displayed on screens.
6. Digital media ad templates can be provided by the Recreation & Culture department to assist advertisers.
7. Advertising specifications, availability and fees shall be determined by Lac La Biche County Recreation & Culture department (*attached as Schedule "B"*).

Online / Social Media Advertising Requests

The Lac La Biche County and Bold Center websites will not display third party advertising. Lac La Biche County does however encourage groups, organizations, and clubs to submit non-recurring workshops, meetings, and events to be captured in the Lac La Biche Community Events Calendar to raise awareness of happenings in the community at no cost. Requests or inquiries can be submitted to: recreation@lACLbichecounty.com.

Non-Profit organizations may request that Lac La Biche County departments share social media posts or ads on County social media platforms such as Facebook, Twitter, Instagram, etc. These requests shall be considered and determined at the discretion of the Recreation & Community Services management team and/or County's Communications department on a limited basis.

PROCEDURE:

1. Inquiries, requests, and event submissions for the Community Events Calendar shall be directed to the Recreation & Culture Department.
2. The Administrative Coordinator will review and schedule submitted content and/or ads on a weekly basis.
3. The sharing of third-party posts on Lac La Biche County department or Bold Center social media pages should be limited so as not to appear to be providing preferential treatment, or results in multiple posts being made on daily or weekly basis. Exceptions may be made with authorization from the Recreation & Community Service management team (e.g.) 3D World Archery Championships or Provincials being hosted within the Bold Center. In in certain situations, it may be advantageous for the County to share own messaging such as "*Lac La Biche County welcomes you to the National XYZ competition*" with dates and logos displayed, especially if the County is a major sponsor/partner or has invested a significant amount towards an event/initiative.

"Original Signed"
Chief Administrative Officer

June 14, 2021
Date

SPECIAL NOTES/CROSS REFERENCE: CM-71-029 Policy

AMENDMENT DATE:

**Schedule “A”
Community Activity Guide Advertising Opportunities and Rates**

The Community Activity Guide showcases recreation, culture, and social activities provided by Lac La Biche County, partners, non-profit organizations, and groups who provide programs, events & services within the County. The Community Activity Guide includes a community directory and event listing that lists contact information and upcoming events for a variety of cultural, community services, recreation, and sports groups at no charge. Advertising by third-party non-profit sport, club, organizations and private individuals or businesses offering recreational programs or services are also given the opportunity to advertise within the guide as per fees as set out below (fees do not include GST).

All requests must be submitted by the advertised deadlines. Circulation will consist of print and online editions two times per year including Spring/Summer and Fall/Winter. Advertising space is limited and offered on a first come, first serve basis as available or until posted deadlines. Advertisers will be invoiced by the County, with payment due within 30 days of receiving the invoice. All ads must be provided in high resolution JPEG, PNG or PDF formats as per specifications and sizing in chart below. Assistance is available for graphic design for a nominal charge and any extra time required by the graphic designer to configure ads may be charged back to third party advertisers. Advertising is subject to approval and may be rejected if it does not meet requirements.

Submission Deadlines & Quantities

- Fall/Winter Guides (content for September 1 to March 31) – Quantity 1750
 - Ad commitment and design provided no later than July 2
- Spring/Summer Guides (content for April 1 to August 31) – Quantity 1000-1500
 - Ad commitment and design provided no later than February 1

3.7” W x 2.5” H	3.7” W x 5” H	7.5” W x 5” H	8.5” W x 11” H (with 1/8” bleed)
Business card B: \$115 NP: \$75	¼ page B: \$175 NP: \$135	½ page B: \$215 NP: \$175	Full Page B: \$365 NP: \$325

B: indicates Business (for profit or non-charitable status)
NP: indicates Non-profit group/association (must be registered with Charitable or Society status or affiliate of recognized sport association to be eligible)
**15% discount applies if advertising in both Community Activity Guide editions*

**Schedule “B”
Digital Media Screen Advertising Opportunities and Rates**

The purpose of the digital media screens is to create awareness and promote the programs, events and initiatives happening within the community and recreation facilities. Priority is given to County sanctioned programs, events, workshops, and services. Third party advertisers, user groups, leases, schools, non-profit organizations, and businesses can request digital advertising for fees as shown below, provided requests meet the County’s advertising standards and acceptable content guidelines.

All requests must be submitted at least 7 days prior to the desired rotation date. The number of display occurrences are a direct result of the number of media files that are in rotation. Media files will not be played in rotation for more than four (4) weeks (*excludes any digital media advertising within agreements*) and cannot be stale dated. Exceptions for those above may be granted at the discretion of the Manager, Recreation & Culture or designate. Professional created artwork in the specifications provide below are the responsibility of the advertiser and must be provided in high resolution JPEG or PNG format. A template has been created to assist organizations with designing their digital media ads. Fees associated with digital screen advertising are displayed in the table below. Applicable taxes will apply to fees.

**Discounts apply when purchasing multiple media files or combination of indoor/outdoor screens:*

Digital Media Screens	1 media file	2 media files 5% discount	3 media files 10% discount	4 media files 15% discount	5+ media files 20% discount
Beaverhill Road Screen 360 x 192 pixels	B: \$90 NP: \$50	B: \$171 NP: \$95	B: \$243 NP: \$135	B: \$306 NP: \$170	B: \$360+ NP: \$200+
Bold Center Indoor Screens 1920 x 1080 pixels (72-300 dpi)	B: \$75 NP: \$35	B: \$142.50 NP: \$66.50	B: \$202.50 NP: \$94.50	B: \$255 NP: \$119	B: \$300+ NP: \$140+
Combination of Beaverhill Road & indoor screen option (choice of 2 indoor screens)	B: \$155 NP: \$75	B: \$303.50 NP: \$151.50	B: \$435.50 NP: \$219.50	B: \$551 NP: \$279	B: \$650+ NP: \$330+

* Beaverhill Road sign displays north and south directions, runs 24 hours per day, 365 days per year. The Bold Center has 10 indoor screens for advertising, Portage Pool and Plamondon arena each have 1 screen.