CITY OF WINNIPEG POLICY NO. XXX-XXX

POLICY TITLE	ADOPTED BY	EFFECTIVE DATE
Corporate Advertising Policy	*City Council*	*XXXXXXXX*
ORIGIN / AUTHORITY *Executive Policy Committee*	**CITY POLICY NO**	**MOST RECENT CONSOLIDATION** *XXX-XXX*

1. Purpose:

The Corporate Advertising Policy (Policy) ensures all advertising:

a. Purchased or sold by the City or provided in-kind; and/or

b. Displayed on/in City Property, in City Publications, or at City Events;

is consistent with the City's vision, mission and values, the Canadian Charter of Rights and Freedoms, the Human Rights Code, and the Canadian Code of Advertising Standards; is consistent with and does not compromise or contradict the City of Winnipeg Charter or by-law, or policy of the City; does not reflect negatively on the City's public image; and is accessible to people with diverse abilities.

2. Definitions:

2.1 **"Advertiser"** means an individual, business, or organization, including the City, that displays Advertising on their property, or the property of a third party who they represent, in exchange for monetary or in-kind payment.

2.2 **"Advertising"** consists of any paid or in-kind media created to inform, educate, engage, build awareness, promote behaviour change, and/or market or sell a product or service. This can include but is not limited to: broadcast (e.g. television, radio), print (e.g. newspaper, brochure, flyer, magazine), out-of-home (e.g. billboards, message boards, transit), digital (e.g. digital screen networks, online), promotional products/materials, direct mail and any new medium as may be identified by the City of Winnipeg's Public Service.

2.3 **“Advertising Contractor”** means the individual or business that is awarded a contract to supply, install and/or sell interior and exterior advertising on City property.

2.4 **“City Event”** means any activity which is operated and/or managed by the City.

2.5 **“City Publication”** means any publication produced by the City to inform, educate, engage, build awareness, or promote behaviour change. City publications may or may not offer advertising placements.

2.6 “**City Property**” means all City-owned and operated properties and facilities, including but not limited to: indoor and outdoor recreation fields, parks and open space, boulevards, buildings and rooms, furniture, equipment and fixtures, fleet vehicles, buses, bus benches, and bus shelters.

2.7 “**Contract Administrator**” means City staff authorized to represent the City in agreements with Advertising Contractors

2.8 **“External Agency”** means an individual or business contracted by a City department, including special operating agencies (SOA), to develop Advertising and/or marketing material intended to promote City services and/or programs.

3. Corporate Advertising Policy

3.1 Application

This Policy applies to all Advertising:

a. Purchased or sold by the City or provided in-kind; and/or
b. Displayed on/in City Property, in City Publications, or at City Events.

This Policy does not apply to Advertising on property owned by the City but operated by a third party pursuant to a lease or other agreement; or Advertising on property (including online platforms) owned and operated by a third party and leased or licensed to the City for its use, unless adopted as part of the terms governing those agreements or use.

3.2 Advertising purchased by or provided in-kind to the City

Advertising purchased by, or provided in-kind to, the City and submitted to Advertisers by a City department or SOA, or by an External Agency on behalf of a City department or SOA, will:

3.2.a Inform, educate, build awareness, and/or promote behaviour change about its programs and services;

3.2.b Increase the visibility of public service activities, including participation in engagement events;

3.2.c Be based on an advertising plan which will include, at a minimum, identification and assessment of the target audience and how best to reach the target audience within budget;

3.2.d Be placed in a manner that is most efficient and effective for the City;

3.2.e Only appear in reputable publications, including third-party websites and mobile applications;

3.2.f Be presented in a consistent manner adhering to the City's current brand and design standards including any applicable policies, manuals and/or guidelines;

3.2.g Be offered in bilingual format, or with separate French translation equivalent, where required;

3.2.h Be purchased or procured in accordance with the Materials Management Policy (City of Winnipeg Policy FI-003) and the associated Administrative Standard or Sponsorship Policy, as applicable;

3.2.i Be consistent with all other applicable requirements as set out in Appendices to this Policy and/or as established by the Administrative Standard to this Policy; and

3.2.j Be accessible for people with diverse abilities.

3.3 **Advertising sold by the City or provided in-kind**

3.3.a Rates set by the City for advertising intended to generate revenue for the City will be publicly available on departmental websites.

3.3.b The City will not accept Advertising that is contrary to its vision, mission, and values or that is not in the best interest of the City, as determined by the City in its sole discretion.

3.3.c The display of advertisements on/in City Property, in City Publications, or at City Events is accepted as a means of generating revenue for the City of Winnipeg. The acceptance of Advertising on City Property, in City Publications, or at City Events is not an endorsement of the product or service being advertised.

3.3.d The City reserves the right to restrict advertising of certain services, specifically those which compete with the City's service delivery, and to exclude products and industries which are inconsistent with the vision, mission and values of the City.

3.3.e In general, the City seeks to promote a healthy lifestyle for all residents and the following will not be considered with regard to Advertising and Advertisers:

3.3.f Companies that promote the use of tobacco and weapons or the sale of alcohol, gambling, drugs including cannabis, or drug paraphernalia to underage youth;

3.3.g Advertising concepts that explicitly or implicitly stereotype or otherwise denigrate individuals or groups; or

3.3.h Parties debarred from doing business with the City.

3.4 Any display of advertisements on/in City Property, in City Publications, or at City Events as a means of generating revenue for the City must be procured in compliance with the City of Winnipeg's Materials Management Policy (City of Winnipeg Policy FI-003), and in accordance with fees and charges approved by Council or its delegates.

3.5 All new Advertising that requires installations on or within City Property must be reviewed and completed in consultation with the City's Municipal Accommodations Division.

3.6 Be consistent with all other applicable requirements as set out in Appendices to this Policy and/or as established by the Administrative Standard to this Policy.

4. Responsibilities

4.1 Director of Customer Service and Communications

The position responsible to administer this policy is the Director of Customer Service and Communications, including ongoing reviews of this policy every five years.

4.2 Manager of Marketing and Branding

The Manager of Marketing and Branding will create an Administrative Standard to govern actions of the Public Service related to this Policy and provide templates and process documents for researching, planning, purchasing, and evaluating Advertising. This position is responsible for providing clarity of policy requirements, receiving and compiling department advertising plans, and reporting back to the departments with corporate advertising activities quarterly.

4.3 Departments and/or Contract Administrators buying Advertising

Responsible for soliciting, negotiating, approving, and administering Advertising purchases and/or agreements in compliance with this Policy and the Materials Management Policy (City of Winnipeg Policy FI-003) and the associated Administrative Standard.

Responsible for submitting advertising plans to the City's Customer Service and Communications department.

Responsible for maintaining a log of all Advertising expenditures.

Responsible for approving Advertising in accordance with the Policy, whether developed internally or by an External Agency, and submitting approved Advertising to the Advertiser for display, publication, or posting.

4.4 Departments and/or Contract Administrators selling Advertising space

Responsible for soliciting, negotiating, approving, and administering Advertising agreements related to City Property, City Publications, and City Events in compliance with this Policy and the Materials Management Policy (City of Winnipeg Policy FI-003) and the associated Administrative Standard, and in accordance with fees and charges approved by Council or its delegates.

Responsible for posting Advertising rates set by the City on their website and reviewing annually.

Responsible for ensuring Advertising Contractors acknowledge and adhere to the Policy when selling and/or installing Advertising on/in City Property, in City Publications, or at City Events on behalf of the City.

Responsible for maintaining a log of all Advertising revenue received and issuing a written acknowledgement of agreements to each Advertiser.

5. Review

This policy will be reviewed, at minimum, every five (5) years.

6. Appendices

6.1 Canadian Code of Advertising Standards
6.2 Canadian Charter of Rights and Freedoms
6.3 The Human Rights Code
6.4 City of Winnipeg Accessibility Design Standard (2015, Third Edition)
6.5 City of Winnipeg Brand Manual
6.6 City of Winnipeg By-law No. 8154/2002: Official Languages of Municipal Services
6.7 City of Winnipeg Materials Management Policy
6.8 City of Winnipeg Universal Design Policy
6.9 Winnipeg Zoning By-law