The following is the policy for handling solicitations for advertising in external publications:

1. requests for advertising will be forwarded to the Communications Officer;

2. the Communications Officer is authorized to approve advertising solicitations of up to $250, based on past practice and established criteria;

3. an annual report of advertising solicitations received and approved will be submitted for the information of Council;

4. requests for advertising in business, trade, or tourism publications will be referred by the Communications Officer to appropriate agencies, the EDC or North Shore Tourism.

REASON FOR POLICY

To formalize a process for approving solicitations for advertising in external publications.

AUTHORITY TO ACT

Delegated to Staff

PROCEDURE

The Criteria for Advertising Approvals:

1. That the request be of no more than $250 from a non-profit organization in good standing which is non-denominational and non-partisan;

2. No other funding or grants are received by the organization from the District, through ACCS, etc.;

3. The organization or publication distribution be North Shore based.

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<th>Policy and Planning Committee</th>
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