



CORPORATE POLICY MANUAL

Section:	Information Systems and Services	4
Sub-Section:	Public Relations - Advertising	1475
Title:	SOLICITATIONS FOR ADVERTISING	1

POLICY

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.

Approval Date:	November 9, 1991	Approved by:	Policy and Planning Committee
1. Amendment Date:	December 11, 1995	Approved by:	Regular Council
2. Amendment Date:		Approved by:	
3. Amendment Date:		Approved by:	