



CATEGORY: Public Service
POLICY #: D 029
OWNER DEPT: CS
COUNCIL APPROVAL:
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TITLE: COMMERCIAL ADVERTISING POLICY

POLICY

POLICY STATEMENT:

The Town of Slave Lake is committed to the provision of an advertising program that will permit the sale of advertising on designated areas within the Town owned and operated recreation facilities to be consistent and equal to all parties involved.

POLICY OBJECTIVE:

To establish and regulate advertising within Town of Slave Lake Recreation Facilities including board signage, equipment signage, ice logo use and kiosks.

SIGNED: _____

CAO

DATE: _____

TITLE: COMMERCIAL ADVERTISING POLICY

PROCEDURE

RESPONSIBILITIES:

Manager of Parks and Facilities: The facility manager will approve all advertising including locations. He/she will also be responsible for the maintenance and installation and removal of signs.

Advertiser: The advertiser is responsible for all costs associated with design, painting and set up fees, as well as the repair or replacement of the sign as a result of damage, destruction, defacing, alteration or vandalism.

Director of Community Services: The director has the right to refuse any advertisement that he/she feels is inappropriate

PROCEDURES:

1. All interested businesses and organizations shall have equal opportunity to advertise for a fee in Town operated facilities. Space will be available on a first-come first-serve basis.
2. Acceptable advertising will be guided by the Canadian Code of Advertising Standards (CCAS) and advertising that reflects negatively on the municipality will not be accepted.
3. In the event of a home/tradeshaw, or a sporting event it may be necessary to temporarily cover existing advertisements and this may be done for a short period of time by Facilities Manager/Director at their discretion.
4. The Town of Slave Lake must provide prior approval of all advertising signage including location and term. Any third party advertising will need to be approved by the Facilities Manager/Director and must meet the same provisions for all commercial advertising as set out in the policy and procedures.
5. All signage must conform to the Town specifications. All costs associated with the development of the sign, design, and painting and set up fees are the responsibility of the advertiser. The advertiser will be responsible for damages or problems arising from materials used in the installation of the sign.
6. The advertiser of ice logos are responsible for payments of any stencil and pantone paint required to place their logo on the ice surface.

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7. The Town of Slave Lake will install the kiosk. Monthly internet and power fees will be included within the annual cost. Installation charges are not included in the annual cost.
8. The Town of Slave Lake will install approved arena advertising signage and cover the sign with the appropriate protective material where applicable. Installation charges are not included in the annual cost.
9. The Advertiser will be responsible for repair or replacement of the sign, or kiosk or ice logo as a result of damage, destruction, defacing, alteration or vandalism. In the event the Town identifies the signage showing wear, the advertiser will be notified and steps must be taken by the advertiser to complete the necessary repairs and/or upgrades.
10. The Town of Slave Lake will not be responsible for damaged or stolen signage.
11. Advertising fees are due and payable on an annual basis to retain the right to keep the signage posted. The Town will invoice in January of each year and rental will be payable on or before March 30, of the year of invoice.
12. A signed advertising agreement must be in place prior to the placement of signs or installation of logos, kiosks or any other approved form of advertising. All fees are due prior to installation. Signs or other forms of advertising shall be removed if any amounts due are not paid. The advertising agreement is attached as a schedule to this policy.
13. The Commercial Rate Bylaw identifies the Advertising Fees associated with each location and type of advertising media.