



Transit Advertising Policy

POLICY NUMBER: 195-AD-15

Approval Date: July 21, 2015

Revise Date: February 4, 2016

Motion Number: CM20150721.1008

Repeal Date:

Supersedes:

Review Date:

1.0 Policy Intent

With implementation of public transportation services within the City of Cold Lake, the City acknowledges a need to regulate advertising opportunities on Cold Lake Transit. As such, the City will set parameters around permissible advertising content and placement of advertisements on Cold Lake Transit. The City acknowledges that available space must be offered in an open and transparent manner without compromising the City of Cold Lake or public's safety and health.

2.0 Purpose

The purpose of this policy is to:

- 2.1. Set the portions of Cold Lake Transit where advertising space may be made available.
- 2.2. Define guidelines for purchasing advertising space, acceptable advertising content and selection of advertisers and space on Cold Lake Transit.
- 2.3. Establish a central manager for the sale of advertising space, the review of advertising content, and the installation and removal of advertisements.

3.0 Policy Statement

- 3.1. The City of Cold Lake is committed to providing an open and transparent selection process for available advertising space on Cold Lake Transit.
- 3.2. The City of Cold Lake acknowledges that advertising space on Cold Lake Transit has value to advertisers in reaching the public without compromising the City of Cold Lake or the public's interest, provided that advertising does not:
 - 3.2.1. Discourage the use of Cold Lake Transit.
 - 3.2.2. Interfere with the safe and comfortable operation of Cold Lake Transit.
 - 3.2.3. Diminish the reputation of the City of Cold Lake or Cold Lake Transit.
- 3.3. The City of Cold Lake acknowledges that clarifying who is responsible for review of advertising content, scheduling of advertising space rental, installation and removal of advertisements on Cold Lake Transit on behalf of the City supports transparent, timely, and effective implementation. As such, the City of Cold Lake

wishes to appoint the Strategic Initiatives Manager as the Chief Administrative Officer's delegate to be the central manager of advertising on Cold Lake Transit.

4.0 Managerial Guidelines

4.1. Definitions

- 4.1.1. "Cold Lake Transit" means the public transportation system owned and operated by the City of Cold Lake including but not limited all Transit Vehicles, Street Furniture, transit stations, buildings, permanent facilities, or other property owned or controlled by the City of Cold Lake which may be used for the City of Cold Lake transit system.
- 4.1.2. "Transit Vehicle" is a vehicle owned by the City of Cold Lake and operated for the transportation of the general public by the City of Cold Lake or a contractor.
- 4.1.3. "Street Furniture" is any bench, seat, signage post, signage pole, shelter, or board owned by the City of Cold Lake and installed to assist the City of Cold Lake and its employees in the delivery of the transit service, or the public in the use of the transit service.
- 4.1.4. "Advertisement" shall include any sign, graphic, video, picture, notice or announcement promoting a service, property, product, event, idea or job vacancy.

4.2. Advertising Locations

- 4.2.1. The City of Cold Lake shall determine what interior and exterior spaces may be made available for advertising.
- 4.2.2. The City of Cold Lake maintains the ability to reserve any portion of its advertising space to advertise the City, one of its services, programs, functions, open houses, or projects.

4.3. Advertisement Content Guidelines

- 4.3.1. All advertisements will be forwarded in draft form to the Strategic Initiatives Manager for acceptance prior to printing or manufacturing.
- 4.3.2. Advertisements shall not:
 - 4.3.2.1. Advertise tobacco or tobacco-related products;
 - 4.3.2.2. Advertise alcohol or alcohol-related products;
 - 4.3.2.3. Advertise adult products, services or entertainment directed to sexual stimulation;
 - 4.3.2.4. Advertise illegal drugs or drug paraphernalia;
 - 4.3.2.5. Portray or incite violence or illegal activity of any kind;
 - 4.3.2.6. Be political in nature;
 - 4.3.2.7. Bare content that is profane, libelous, discriminatory, derogatory, negative or personally attacks individuals, groups or organizations;
 - 4.3.2.8. Contain language or images which are damaging to the City of Cold Lake or one of the City's programs, services or projects;

- 4.3.2.9. Contain language or images which are deemed inappropriate by the Chief Administrative Officer or Strategic Initiatives Manager.
 - 4.3.2.10. Refer the public to a website, phone number or location which does any of the above;
 - 4.3.3. All advertisements will comply with federal and provincial statutes, the bylaws of the City of Cold Lake and the standards set out by the Canadian Advertising Standards Council.
- 4.4. Advertisement Materials Installation and Removal
 - 4.4.1. Advertising materials must conform to the standards for quantity, size, material, weight and other characteristics as set by the City of Cold Lake or assigned contractor.
 - 4.4.2. Advertising materials shall be arranged for and provided at the advertiser's expense.
 - 4.4.3. Advertising materials must be delivered in good quality to the City of Cold Lake or assigned contractor.
 - 4.4.4. Advertisers will pay for the installation and removal of advertising material, with the cost to be set by the City of Cold Lake or assigned contractor.
 - 4.4.5. The City of Cold Lake reserves the right to not allow advertising materials to be installed if the advertising materials do not conform with this policy.
- 4.5. Rental of Advertising Space
 - 4.5.1. Advertisers will pay the advertising fee in accordance with Schedule "A" to this bylaw.
 - 4.5.2. The City reserves the right to discount advertising space based on the quantity of space rented and the duration of the rental(s).
 - 4.5.3. Should an advertiser wish to renew a rental space the advertiser shall advise the City of Cold Lake as soon as possible.
 - 4.5.4. Should the advertising space not be renewed 30 days prior to expiration of the rental agreement, the City of Cold Lake reserves the right to arrange removal of the advertising materials at the expiration of the contract and bill the advertiser for the cost of removal.
- 4.6. Selection of Advertiser
 - 4.6.1. The Strategic Initiatives Manager will maintain a waiting list for individuals, groups and businesses that wish to advertise with Cold Lake Transit.
 - 4.6.2. The City of Cold Lake reserves the right to refuse any advertiser who is not in good standing with regards to debts owed the City of Cold Lake.

5.0 References

- 561-AD-15, Transit Services Bylaw

6.0 Persons Affected

- All City Staff, Cold Lake Transit advertisers, and the general public are affected by this policy.

7.0 Revision/Review History

- Pricing in Schedule "A" of Managerial Guidelines amended February 4, 2016

Feb. 5, 2016

Date

Feb 5 2016

Date

[Signature]

Chief Administrative Officer

[Signature]

Mayor

Schedule "A"
Transit Advertising Fee Schedule

Advertisement Fees

	4 Weeks	26 Weeks	52 Weeks
Bus Ad - Exterior			
139x30	\$495	\$2,735	\$4,830
70x21	\$385	\$2,130	\$3,755
234x36			
Bus Ad - Interior			
11x35	\$20	\$112	\$200
11x70	\$40	\$224	\$400
Full Bus Wrap	\$1,800	--	--
Shelter exterior poster	\$350	\$1,935	\$3,640
Shelter interior poster	\$250	\$1,385	\$2,440
Bench - poster	\$300	\$1,760	\$2,900

*All costs for the advertisement and installation of the advertisement at the cost of the advertiser.

** The City will offer a 20% discount to non-profit organizations, subject to the availability of space.

*** The City reserves the right to adjust advertising rates as required.

End of SCHEDULE "A" to TRANSIT ADVERTISING POLICY