



Corporate Policy

Communication – Advertorials in City Talk

Approved by:	Council	on	April 28, 2008
Report No.:	CorpComm-04-08	Effective:	April 28, 2012
Reviewed:	April 13, 2012	Amended:	
Next Review:	2013	Note:	

Purpose:

The intent of *City Talk* advertorials is to feature information of community interest that could provide information from education, health, police, and government and not-for-profit community organizations in Burlington. It is the purpose, however, to ensure that the organizations that wish to purchase part or full pages in *City Talk* meet specific requirements.

Policy Statement:

Organizations may be offered advertorial space in quarter, half or full pages based on a cost-recovery model in election year issues of *City Talk*. In non-election year issues, organizations may be offered advertorial space as one four-page centre insert.

City Talk advertorial contributors must be related to the Burlington community and be:

- Incorporated as a not-for-profit corporation pursuant to Part III of the Corporations Act, R.S.O. 1990, c. C.38, or
- A local board or agency, or
- A government agency including boards of education and government funded colleges and universities.

Non-profit community organizations must:



Corporate Policy

- have a non-profit status or a mandate that is not-for-profit, and
- provide a service to Burlington residents, and
- be able to provide a current financial statement to determine non-profit status or be a provider to a social service, and
- be recreational, educational, cultural or health-related in nature.

Advertorials which:

- are political in nature
- present demeaning or derogatory portrayals of individuals or groups are prohibited.

The City of Burlington reserves the right to accept or deny advertorial content in whole or in part.

Election Years: During an election year, specific *City Talk* issues will not feature mayor or councillor pages. To maintain the publication's 16-page format, *City Talk* will contain corporate articles as well as paid advertorials in issues that do not feature mayor or councillor pages.

Non-Election Years: During non-election years, each issue of *City Talk* may feature a paid advertorial as one four-page centre insert from one non-profit community organization or community board or agency as defined in this policy. Should the non-profit community organization choose to share the space in the four-page insert with other organizations as defined in this policy, the organization will coordinate the sharing of the space in the insert in accordance with this and other council approved policies.

Compliance With This Policy: The Manager of Public Affairs is the contact person for this policy and will ensure that accepted advertorials meet the requirements of this policy.

Scope:

This policy applies to all City staff.

References:



Corporate Policy

City Talk Policies

Roles:

Accountable:

The Manager of Public Affairs is responsible for the timely review, updating and dissemination of the policy to the functional areas.

Responsible:

Public Relations staff will perform the work to implement this policy.