



COUNCIL POLICY MANUAL

Subject: Municipal Newsletter/Website - Advertising	Approval Date: November 19, 2012	By-Law No. 1716-12 <i>(Amended by By-Law No. 1786-13)</i> <i>(Amended by By-Law No. 82-2015)</i>
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1.7 PURPOSE

The purpose of this policy is to provide guidelines with respect to advertising in the Municipal Newsletter and/or Municipal Website.

1. REQUESTS TO ADVERTISE IN MUNICIPAL NEWSLETTER AND/OR MUNICIPAL WEBSITE (MUNICIPAL)

The Municipal Newsletter is prepared by the Clerk’s Office and completed, as required. The Municipal Website is maintained by the I.T. Department. The Municipal Newsletter and/or Municipal Website are utilized to keep the community informed of all municipal services, products and events. Municipal events can take any number of forms, including but not limited to, workshops, activities and celebrations.

Dependant on special or emergency information, it is the intent to keep the Municipal Newsletter a one-page (two-sided) paper.

The Municipal Newsletter is the main source of advertising for Council, Municipal Departments, Boards and Committees and as such will be given priority for advertising in the Municipal Newsletter.

Any information to be placed in the Municipal Newsletter and/or Municipal Website is to be forwarded to the Clerk’s Office.

2. REQUESTS TO ADVERTISE IN MUNICIPAL NEWSLETTER AND/OR MUNICIPAL WEBSITE (NON-MUNICIPAL)

Council may approve other requests for non-municipal advertising in the Municipal Newsletter and Municipal Website. The following guidelines shall be used with regards to requests from individuals, businesses, organizations, etc. for advertising in the Municipal Newsletter and/or Municipal Website:

1. All requests shall be forwarded to the Clerk’s Office.
2. Council may approve the placement of the advertisement in the Municipal Newsletter and/or Municipal Website.
3. Dependant on time-frame, the Clerk’s Office in conjunction with the Mayor, may make a decision on the placement of an advertisement.



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4. If approved, the information must be forwarded to the Clerk's Office in a Word Document. The Clerk shall advise of cut-off to receive advertisement.
5. The Municipality cannot guarantee insertion or position of any ad within the Newsletter and/or Website as priority for placement is for municipal requirements.
6. The Municipality reserves the right to edit all advertisements.

The Municipality will not publish advertising that it deems inflammatory in nature or otherwise inconsistent with its general advertising policy. Ads for businesses and commercial ventures will not be published.

The Municipality of Red Lake supports local business and does not promote use of the Newsletter and/or Website as an alternative to advertising in the local newspaper.