

## City of Toronto Advertising Policy

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<b>Date Approved:</b>	July 24, 2001	<b>Approved by:</b>	City Council
		<b>Source:</b>	Public Relations
		<b>Category:</b>	Public Relations

### Policy Statement

The purpose of City of Toronto advertising is:

- a) to provide accurate, timely and clear information to City of Toronto residents, businesses, visitors and stakeholders about programs, services, policies and employment opportunities;
- b) to heighten the visibility of local government, thereby stimulating knowledge, interest and participation in local affairs;
- c) to conduct social marketing/public information activities directed at maintaining and improving the quality of city life;
- d) to provide accountable, accessible and equitable local government; and
- e) to comply with any applicable statutory requirements;

### Guiding Principles

The City of Toronto Advertising must be based upon the following principles:

- a) advertising be placed in a manner that is most efficient and effective for the corporation;
- b) advertising be based on a communications plan which includes identification and assessment of the target audience and how best to reach the target audience within budget;
- c) all advertising comply with the city of Toronto Corporate Identity Program;
- d) wherever applicable, all advertising contain the City of Toronto Web site address;
- e) all advertising placed by the City of Toronto incorporate the principles of access and equity as outlined in City Council's Corporate Action Plan on Access and Equity (December, 1999) as recommended by the Task Force on Community Access and Equity by:
  - i) eliminating gender stereotyping by ensuring that both sexes are treated with respect and dignity in advertising;
  - ii) comprising a representative illustration of racial and ethnic minorities and

aboriginal peoples;

iii) including a realistic depiction of persons with disabilities in a manner that is dignified, using neutral word descriptions and visuals that focus on the full participation of persons with disabilities in everyday life;

iv) being written in a manner and form that is easily understood by the intended audience, having due regard for varying rates of literacy within the City and the backgrounds of those to whom the advertising is directed. The minimum font size for all type in any advertisement is 10 point; and

v) advertising be placed on an assessment of the languages other than English spoken by the target audience.

f) advertising comply with any applicable statutory requirements;

### **Request for Quotation**

Corporate Communications, in cooperation with city programs currently conducting advertising activities, will publish a Request For Quotation (RFQ) to seek the lowest available rates for all of the City's advertising from each of the Toronto daily, community, neighbourhood, ethno-specific and third language print and electronic media.

### **Statutory Advertising**

Corporate Communications, in cooperation with the City Clerk and City Solicitor will publish a Request For Quotation (RFQ) to establish a single daily print media outlet in which all statutory advertising for the City of Toronto will be placed in a manner and form determined as most cost-effective and efficient for a 3 year term to coincide with the beginning of each new Council.

### **Appropriate**

All advertising must be appropriate and placed appropriately for the issue involved.

### **Community Media**

The Commissioner of Corporate Services will ensure that community media (both geographic and cultural) have an equal opportunity to place city advertising.

### **Identify Local Councillor(s)**

As a general practice, where a matter being advertised is geographically specific it identifies the locally elected municipal representative, or representatives if located on the boundary between two wards at the discretion of the respective councillors, where not specifically excluded by stature.

