

Title:	Advertising
Policy No:	7002
Effective Date:	May 12, 2026
Motion Number:	26.132
Responsible Department:	Communications & Marketing
Review Date:	May 12, 2029
Legal References: Click or tap here to enter text.	Cross References: Bylaw 25-1009 Schedule of Fees Policy 7000 Greenview Digital Signs
Purpose: The purpose of this policy is to ensure that all third-party advertising on Greenview property, facilities, and media is consistent with Greenview’s corporate values, image, and strategic goals.	

1. DEFINITIONS

- 1.1. Advertising means any paid or in-kind communications that are utilized to influence, educate, or inform the public. This includes all forms of advertising and sponsorship.
- 1.2. **Advertising Contract** means the legal relationship between two or more parties that clearly outlines the responsibilities of each party in achieving the desired outcome(s).
- 1.3. **Applicant** means any business or organization applying for advertising space on allocated Greenview owned property and infrastructure.
- 1.4. **Chief Administrative Officer (CAO)** means the Chief Administrative Officer of the Municipal District of Greenview No.16.
- 1.5. **Community** means the residents, landowners, business owners, organizations, and agencies which make up Greenview.
- 1.6. **Employee** means a person employed by Greenview in any capacity.
- 1.7. **For-Profit** means an organization that provides products or services for profit; established, maintained, or conducted for the purpose of making a profit.
- 1.8. **Greenview** means the Municipal District of Greenview No.16.
- 1.9. **Greenview Assets** means Greenview corporate website, social media, mobile app, and electronic sign boards.
- 1.10. **Greenview Media** means any outlet used by Greenview to carry and deliver advertisements, and includes but not limited to, direct mail; print (e.g., newspaper, brochure, flyer, magazine); digital media (e.g., web, email, social media, mobile media), television, radio, billboard or message board.
- 1.11. **Greenview Program** means any activity operated by Greenview and includes any Greenview events and scheduled activities for the public and communities.

- 1.12. **High-Traffic Area** means Greenview-owned property that holds high visibility to vehicular, pedestrian or public exposure.
- 1.13. **Non-profit** means organizations that provide products or services to improve or benefit a community. Any money made by a non-profit is not for the personal gain of its directors, members, or officers, but rather goes back into the organization to further its aims and projects.

2. POLICY STATEMENT

- 2.1. Greenview supports the placement of advertisements on Greenview Assets and Greenview media to assist in the provision of Greenview programs and services.
- 2.2. Third-party advertising requests on Greenview Assets, media, property, or facilities will be reviewed in accordance with the criteria outlined in section 3.2 of this policy. Paid advertising opportunities are limited to designated physical spaces such as advertising benches, commercial signage in Grande Cache, buses, and recreational facilities where advertising placements have been pre-approved. This policy does not extend to Greenview publications, websites, or social media platforms, which remain reserved for municipal communications and public information purposes.
- 2.3. All advertising shall be consistent with Greenview’s vision, mission and values and will not compromise or contradict any laws of Canada or Alberta, bylaws or policies of Greenview or reflect negatively on Greenview’s public image.
- 2.4. All advertising agreements shall be established to ensure access and fairness, resulting in the optimal balance of benefits to Greenview and its communities.
- 2.5. Administration will refrain from advertising on behalf of individuals and individual businesses unless said advertisement is related to an advertising campaign or economic development campaign involving a group or ongoing economic development strategies.

3. APPLICATION

- 3.1. The placement of any advertising on Greenview Assets, Greenview facilities, at Greenview programs, or in Greenview media does not:
 - A) Represent or imply any partnership with Greenview, or Greenview’s endorsement of any product, service, person(s), company, organization, beliefs, views, or any contents contained in the advertisement; and
 - B) Does not constitute information or communication by or on behalf of Greenview.
- 3.2. Advertising on Greenview facilities, assets, and media must meet all the following criteria:
 - A) Advertising does not demean, denigrate, or disparage any identifiable person, group of persons, firm, organization, industrial or commercial activity, profession, product or service or attempt to bring it or them into public contempt or ridicule;
 - B) Advertising does not undermine human dignity; or display obvious indifference to, or encourage, gratuitously and without merit, conduct or attitudes that offend the



standards of public decency prevailing among a significant segment of the population;

- C) Advertising is not in conflict with any applicable laws, Greenview bylaws or policies;
- D) Advertising does not breach or conflict with any existing Greenview advertising agreements and/or contracts;
- E) There are no adverse effects on public safety;
- F) Advertising does not incite violence and hatred;
- G) Advertising does not present demeaning or derogatory portrayals of individuals or groups;
- H) Advertising related to alcohol, tobacco, and cannabis may be permitted in approved locations throughout Greenview, provided it complies with all applicable municipal, provincial, and federal legislation governing advertising content, placement, and public safety. All such advertising must meet Greenview's standards for appropriateness, visibility, and community impact;
- I) The proposed advertising location may have an impact when determining whether the criteria have been met; and
- J) Requests for placement of advertising on Greenview Assets, facilities, programs or Greenview media require the approval of the Greenview Communications and Marketing department.

3.3. For Greenview to ensure that all advertising complies with this policy, requests for placement of non-English language advertising must be accompanied by a certified English translation of the ad content.

3.4. Advertising contracts are subject to the applicable fees outlined in Greenview's Schedule of Fees and may be renewed at Greenview's discretion, provided the advertiser remains in compliance with all policy requirements and standards. Non-profit organizations are exempt from advertising fees.

3.5. Revenue generated from advertising will be allocated to Greenview community projects and advertising infrastructure maintenance, as outlined in Greenview's Operational Budget Policy.

3.6. Greenview reserves the right to remove or refuse advertisements that do not meet design specifications, policy or bylaw requirements, or are deemed inappropriate or non-compliant.

4. RANDOM DRAW PROCESS

4.1. High-demand and High-Traffic advertising locations will be allocated through a structured random draw process to ensure fair and equitable access. All associated applications and placement fees will be administered in accordance with Greenview's Schedule of Fees Bylaw.

4.2. Eligible businesses and organizations must submit a completed application form by the publicly advertised deadline. Deadlines will be established for seasonal and term

advertising opportunities through Greenview, with the random draw process for high-demand locations conducted on or before December 31st of each calendar year.

- 4.3. Each business or organization may hold one advertisement per draw cycle, per high-demand, High-Traffic Area location.
- 4.4. Applications for each random draw process must include:
- 4.5. Business details (name, address, and contact information);
- 4.6. Preferred advertising locations (ranked by priority preference);
- 4.7. Advertising design (specifications will be provided for each available space).
- 4.8. Successful applicants will be notified within two weeks of the random draw process, must submit final design materials within 30 days of notification for approval, and will be issued contracts following design approval and confirmation of installation timelines; unsuccessful applicants may be waitlisted or invited to apply for other locations.
- 4.9. Unused advertising spaces remaining will be offered on a first-come, first-served basis.

5. APPLICANT RESPONSIBILITIES

- 5.1. Successful applicants and non-profits are responsible for the cost and creation of their advertising signage.
- 5.2. They shall supply their own advertising material that complies with the standards set forth for the predetermined advertising location.
- 5.3. All signage must adhere to specifications set forth by Greenview, including:
- 5.4. Dimensions: Specific signage dimensions must be in accordance with the Land Use Bylaw;
- 5.5. Materials: Durable, weather-resistant materials approved by Greenview;
- 5.6. Design Standards: Consistent with community aesthetics and standards.
- 5.7. Successful applicants must maintain their signage in good condition throughout the contract term, unless otherwise stated or agreed upon. Failure to do so may result in termination of the contract and removal of the advertisement. Some advertising locations within Greenview facilities will be maintained by Greenview for a predetermined maintenance fee as stated in the contract.

6. COUNCIL RESPONSIBILITIES

- 6.1. Administer, review, and recommend revisions to the Advertising Policy.
- 6.2. Council shall advocate equitable use of advertising spaces.

7. ADMINISTRATION RESPONSIBILITIES

- 7.1. Administer, review, and recommend revisions to the Advertising Policy.



- 7.2. Has authority to enter into agreements for third-party advertising within identified advertising spaces on Greenview Assets, programs, or media as designated under this policy.
- 7.3. Administration will determine where advertising will be permitted (i.e. on which Greenview Assets or facilities, programs, and media).
- 7.4. The Economic Development department shall provide signage specifications within two weeks to successful applicants, including dimensions, materials, and design standards.
- 7.5. A random draw process shall be implemented for fair advertising opportunities.