

Title: Advertising

Policy No: 7002

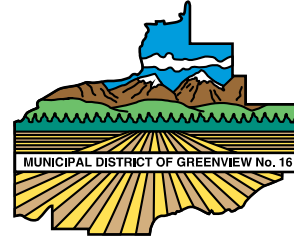
Effective Date: February 28, 2023

Motion Number: 23.02.108

Supersedes Policy No: 1035

Department: Communications and Marketing

Review Date: February, 2026



Legal References:

Not applicable

Cross References:

Bylaw 22-930 "Schedule of Fees Bylaw"
Policy 7000 "Municipally Owned 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.

Greenview will not advertise for for-profit organizations except through sponsorships at recreation facilities, events, or ongoing Economic Development strategies.

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. **Chief Administrative Officer (CAO)** means the Chief Administrative Officer of the Municipal District of Greenview No. 16.
- 1.3. **Community** means the residents, landowners, business owners, organizations, and agencies which make up Greenview.
- 1.4. **Employee** means those people employed full-time, part-time, casually, seasonally, on contract, as a volunteer, or elected or appointed.
- 1.5. **For-Profit** means an organization that provides products or services for profit; established, maintained, or conducted for the purpose of making a profit.
- 1.6. **Greenview** means the Municipal District of Greenview No. 16.
- 1.7. **Greenview Assets** means Greenview corporate website, social media, mobile app, and electronic sign boards.
- 1.8. **Greenview Media** means any outlet used by Greenview to carry and deliver advertisements, and includes but is not limited to, direct mail; print (e.g., newspaper, brochure, flyer, magazine); digital media (e.g., web, e-mail, social media, mobile media);

television; radio; billboard or message board.

- 1.9. **Greenview Program** means any activity operated by Greenview and includes any Greenview events and scheduled activities for the public and communities.
- 1.10. **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 goes back into the organization to further its aim 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 by registered non-profit groups on Greenview assets, in Greenview media, on Greenview property or facilities will be considered per the criteria outlined in section 3.2 of this policy.
- 2.3. Third-party advertising requests by for-profit groups or organizations on Greenview assets or in Greenview media shall not be considered except in the following circumstances.
 - A) Third party advertising requests from for-profit organizations as a result of sponsorship or paid advertising of a Greenview event or the hosting of an event in a recreation facility, including advertising in arenas or ball diamonds, and events or ongoing Economic Development strategies will be considered in accordance with the criteria outlined in section 3.2.
 - B) Website advertising requests from telecommunication companies that are required to notify adjacent landowners and have no other means but to advertise through Greenview. These for-profit companies will be required to pay a fee in accordance with the Schedule of Fees Bylaw.
- 2.4. 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.
- 2.5. All advertising agreements shall be established to ensure access and fairness, resulting in the optimal balance of benefits to Greenview and its communities.
- 2.6. 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 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 does not constitute information or communication by or on behalf of Greenview.
- 3.2. Advertising on Greenview facilities, assets, and media must meet all of the following criteria:
 - A) The 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) The 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) The advertising is not in conflict with any applicable laws, Greenview bylaws or policies;
- D) The 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) The advertising does not incite violence and hatred;
- G) The advertising does not present demeaning or derogatory portrayals of individuals or groups;
- H) Alcohol, tobacco and cannabis advertising will not be permitted at events geared to children or youth;
- I) The proposed advertising location may have an impact when determining whether or not 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. In order 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.

4. COUNCIL RESPONSIBILITIES

- 4.1. Administer, review, and recommend revisions to the Advertising Policy.
- 4.2. To approve and periodically review the Advertising Policy.

5. ADMINISTRATION RESPONSIBILITIES

- 5.1. Administer, review, and recommend revisions to the Advertising Policy guidelines.
- 5.2. Has authority to enter into agreements with non-profit and for-profit organizations for the purposes of third-party advertising on Greenview assets, Greenview programs, and in Greenview media.
- 5.3. The Communications and Marketing department has the decision as to where advertising will be permitted (i.e. on which Greenview assets or facilities, programs, and media).
- 5.4. The Communications and Marketing department is also responsible for administering such requests or offers of advertising in accordance with this policy.
- 5.5. Advertising agreements, which must be in a form satisfactory to the CAO, are managed by the Communications and Marketing department, with the exception of Greenview facilities, which are managed by a third-party agreement.