

## Logan City Council

### Advertising in Council Publications (Print and Electronic Media)

#### Procedure

Logan City Council

#### Document Control

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## 1 Objective

To ensure advertising placed in all forms of Council publications, online media and signage is appropriate and acceptable to the community's expectations.

## 2 Requirements

### (a) General

- (i) All advertising is to be approved by the Marketing & Events Manager or delegate before it is published, either in print or online.
- (ii) Responsibility for content accuracy rests solely with advertisers. The acceptance and placement of advertisements is not a recommendation or endorsement by Logan City Council of the advertiser's products or services and each advertiser is solely responsible for any representations made in connection with its advertisement.
- (iii) Logan City Council will not accept advertising that, in its opinion, is not in good taste, including advertising for illegal or objectionable products or services, or advertising that is offensive to any individual or group of individuals based on age, colour, national origin, race, religion, gender, sexual orientation, or physical or mental incapacity.
- (iv) Advertising will not be accepted if it promotes any of the following: alcohol, firearms, ammunition, gambling, pornography, tobacco, or any form of advertising that can be interpreted as political.
- (v) Logan City Council prefers to work with advertisers who share Council's vision.
- (vi) Logan City Council maintains a separation between advertising content and editorial content.
- (vii) It is the responsibility of advertisers to comply with all commercial advertising laws and regulations.

### (b) Making the decision to offer advertising in Council publications and media

- (i) The sale of advertising only be considered where it provides a true financial benefit to Council.
- (ii) The income from advertising shall be used to offset costs and contribute to program outcomes.
- (iii) The proposal to offer advertising should be identified and approved as part of the original proposal to create the publication or online media.
- (iv) Advertising provided as part of a sponsorship agreement shall be calculated at commercial rates, and represented in the agreement at that value.
- (v) Council officers may only solicit advertising after gaining approval for advertising from both their manager and the Marketing and Events Manager.
- (vi) Unsolicited advertising proposals will be considered on the basis of appropriate association for council, economic return/benefit, must satisfy all policy requirements and be considered by the Marketing and Events Manager before any negotiation takes place.

### (c) Advertising rates card to be developed

- (i) A rates card for advertising shall be developed with pricing representing the commercial value of advertising space, based on comparisons with similar media.
- (ii) The total amount of advertising to be sold (offered) in a medium will be pre-determined after consultation with the Marketing and Events Manager.
- (iii) The rates card should price advertising by the size and placement in the advertising medium.

- (iv) The rates card clearly shall state that 'applications for advertising are subject to final Council acceptance'.
- (v) Discounted rates bulk or long term bookings should be calculated in advance and published on the rates card.

**(d) Prior to acceptance of advertising**

When an advertising proposal/application is received the following actions will be taken.

- (i) A check with relevant program areas to ensure there is no conflict of interest with Council.
- (ii) There is a clear separation between advertising and editorial content.
- (iii) That sponsors and advertisers are clearly identified in advertising to avoid confusion.

**(e) Reviewing the advertisement**

Advertising shall not receive final acceptance until the content is reviewed to ensure that it complies with all policy and procedural requirements.

**(f) Use of an agency to procure advertising**

- (i) An advertising agency or agent may be hired to solicit advertising only if authorised by the Marketing and Events Manager.
- (ii) The agency will be provided with a copy of the policy and procedure and will be required to adhere to the principles intent and conditions of the policy and this procedure.
- (iii) The agency will develop and receive council approval of a rates card.
- (iv) An advertising agency is not permitted to represent itself as Council's agent.
- (v) All proposals provided through an agency will be subject to final acceptance by the Marketing and Events Manager.
- (vi) Payments to the agency for services will be from Council only and will not include commissions from advertisers.

### **3 Definitions**

Definitions for terms used within the procedure can be found in the Advertising in Council Publications and Electronic Media Policy (DM: 13471419).