



POLICY STATEMENT

ADVERTISING

1. Placement of all advertisements, for any purpose, is the responsibility of the Director of Administration.
2. Information issued by the Regional District shall clearly identify the Peace River Regional District logo.
3. Any advertising paid for the Peace River Regional District will be based on the following underlying principles:
 - a) the advertising is required by the Local Government Act, and/or the Community Charter (i.e. for meetings, elections, referendums, rezoning, community plans, news releases, tenders);
 - b) the advertising is used to provide information to the residents of the region to increase awareness or educate the public about the Regional District, the Directors, or its initiatives;
 - c) the outcome or benefit of the advertising information will be given consideration first, i.e. why is advertising being considered.
4. The following forms of media may be used for advertising:

Website	Newsletter	mailers
Newspaper	television	radio
Posters		
5. Purchasing space in special or commemorative issues of publications is prohibited.
6. Purchasing advertising at special events is prohibited.
7. Advertising expenditures will be paid out of the appropriate budget codes.