



TOWN OF HINTON

POLICY TITLE: Transit Advertising Policy

POLICY #: 102

EFFECTIVE DATE: February 3, 2016

**ADOPTED BY
COUNCIL ON:** February 2, 2016

1.0 Policy Objective

1.1 The objective of this policy is to provide a framework and guidelines regarding advertising on the Town of Hinton's transit vehicles and shelters and the processes by which advertising is managed, approved and/or appealed.

2.0 Underlying Principles

2.1 Transit services are highly valued by the residents of the Town of Hinton (the "Town"). The Town reserves the right to reject advertising that, in the Town's opinion, may adversely affect public confidence in the transit service.

2.2 Financial benefits generated by the advertising are used to assist in the delivery of transit services in the community.

3.0 Definitions

3.1 Commercial: A business selling one's own products or services that propose a commercial transaction.

3.2 Non-profit: A non-profit organization is a club, society, or association that is organized and operated solely for:

- a) social welfare
- b) civic improvement
- c) pleasure or recreation
- d) any other purpose except profit.

3.3 Community Event: Groups and organizations offering major events or initiatives for the enjoyment of all residents.

3.4 Social Agency: Agencies that provide health, welfare and rehabilitation services.

4.0 Policy Statement

4.1 The Town recognizes that the sale of commercial advertising is a source of revenue for the transit service. The main role of the Transit System is to provide public transportation services to the residents of Hinton.

4.2 The Town will accept paid advertising that meets the policy, principles and specific directives outlined in the policy. All advertising and messages must be approved by the Town's Community Services Division in accordance with this policy prior to placement on the Transit vehicles or shelters.

4.3 The Town reserves the right to accept or refuse any commercial message, to limit the period for which a commercial message is approved and to withdraw approval.

5.0 Standards

5.1 The Town considers Transit advertising proposals based on the guidelines contained in this policy. The Town is not obliged to accept any advertising proposal. The Town, at its sole discretion, may remove advertising that contravenes this policy from its property, at no cost to the Town and all advertisers will be required to indemnify the Town for any costs or damages the Town may incur as a result of their advertising.

5.2 All Advertisers are responsible for selecting their own graphics company.

5.3 Purchased space shall be used immediately, or the Town will resell the space with no refund.

5.4 Signs for non-operational businesses will be removed and the space resold by the Town with no refund.

5.5 The Town shall not be held liable for loss or destruction of any sign.

5.6 The location of the advertisement sign will be on a first come, first served basis.

5.7 The Town will consider advertisements based on the following guidelines:

- a) Advertising must be appropriate for all ages.
- b) Advertising on Transit vehicles or shelters does not provide, nor imply, Town endorsement of advertisers, their messaging or their point of view. The Town reserves the right to explicitly disclaim endorsement of advertisers or advertising in any space.
- c) The advertising message must clearly indicate on whose behalf an advertising message is being presented by use of a brand name, logo, or other forms of identification.
- d) All advertisements containing a website will be reviewed in accordance with the policy standards and will be subject to continued monitoring throughout the term of the contract for compliance.
- e) All artwork must be pre-approved by the Town's Community Services Division prior to printing.

5.8 Notwithstanding the foregoing, advertisements shall not be considered or rejected on the basis of content, except to the extent of the following restrictions:

- a) The advertisement shall not contain any coarse language, graphic or vulgar images, images of violence, or other shocking or disturbing images;
- b) The advertisement shall comply with the Canadian Code of Advertising Standards; and
- c) The advertising shall comply with all federal and provincial laws and regulations, as well as all Town Bylaws.

5.9 In the event an advertisement is not approved by the Town's Community Services Division, the Town shall provide notice in writing to the party which submitted the advertisement with reasons for the rejection.

6.0 Appeals

6.1 Any party which receives such a notice of rejection may either resubmit a new or amended advertisement, or may appeal the rejection by providing a written notice of appeal to the Town's Chief Administrative Officer within 15 days of receiving the notice of the rejection.

6.2 A notice of appeal must include a copy of the proposed advertisement, a copy of the rejection notice, and written reasons as to why the appellant believes the advertisement is proper, complies with the conditions set out herein and should be accepted by the Town.

6.3 The Chief Administrative Officer shall consider the appeal materials including any submissions from the appellant, as well as any other relevant considerations. The Chief Administrative Officer shall respond to the appeal in writing within 15 days of receiving the notice of appeal, either upholding the rejection or allowing the advertisement, with or without conditions. The decision of the Chief Administrative Officer is final and not subject to appeal.

Attachments

Schedule A - Town of Hinton Transit Advertising Specification and Rates

Schedule B - Canadian Code of Advertising Standards

Schedule A

Town of Hinton Transit Advertising Specifications and Rates

| Advertising Spaces | | |
|-----------------------------------|-------------|----------------------------|
| Location | Size | Rate |
| Exterior lower sides ¹ | 36" x 24" | \$600 / year |
| Exterior lower sides ¹ | 36" x 18" | \$600 / year |
| Interior upper rail ² | 24" x 4.25" | \$200 / year |
| Bus Shelter ¹ | 14" x 96" | \$600 / year |
| Administration fee | | \$50 if less than 3 months |

¹ All commercial signs are to be made using aluminum dibond direct print material.
² Decal type sign

| Non-Profit / Community Event Advertising Spaces | | |
|--|-------------|-------------|
| Location | Size | Rate |
| Back exterior window | 22" x 29" | No charge |
| <i>All non-profit signs are to be made using perforated vinyl for back window decal with lamination.</i> | | |

All signs, decal and installation costs are the responsibility of the advertiser.