



CORPORATION OF THE TOWNSHIP OF ESQUIMALT

COUNCIL POLICY

TITLE: Advertising on Municipal Solid Waste Vehicles

NO. E&PW - 05

POLICY:

Municipal solid waste collection units may display advertising that promotes Township of Esquimalt events, news and notifications. This advertising may come from the Township or other entities.

PROCEDURE:

Eligible Advertisers

Subject to space and time limitations, opportunity to advertise may be extended to:

- Parties that are non-profit in nature that have received funding or support from the Township for the event or activity
- The Township in order to promote Township related activities

Opportunity to advertise will not extend to the following:

- Individuals who want to convey a particular message
- Private entities
- For profit entities
- Political parties

Content

Advertisements must meet specific criteria to ensure that the message is relevant to the event or activity, as well meet the standard and quality as outlined below:

- Must comply with the laws, statutes, regulations and bylaws in force in the Province of British Columbia and the Township of Esquimalt
- Shall be of moral and reputable character, free of any demeaning, derogatory, exploitative or unfair comment or representation of any person or group of persons, or any such comment or representations based on race, colour, ancestry, place of origin, religious affiliation, sex, sexual orientation, disability, age, marital or family status
- The style must be designed with an effective and pleasing appearance
- Shall not contain any sponsorship messaging or symbols from other third parties

The Township reserves the right to reject any advertisement that it considers to be of questionable taste, or in any way offensive in the style, content or method of presentation, or which is likely, in the light of prevailing community standards, to cause offence to any person or group of persons.

The advertiser shall be responsible for the design and messaging of the signs.

All proposed advertising must be duly reviewed and approved by the Director of Engineering

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and Public Works and the Director of Corporate Services.

An advertiser wishing to appeal a staff decision is provided an opportunity to bring the matter before the Township of Esquimalt Council by appearing as delegation at a regularly scheduled Council meeting.

Schedule

Requests for advertising space will be received by a date that is set by the Township after the approval of local grants by the Township Council.

The available advertising time will be 365 days from the date of approval of local grants. Requests received after this date will be scheduled into available time frames and will be on a first come basis.

The maximum time frame for any advertisement will be two weeks. If the advertiser wishes to extend this period, they can request such an extension. The extension will be granted if no other advertiser is scheduled for the requested extension period.

There will be a period of time that no external advertising will be available in order for the Township to advertise messages related to Township operations or events.

A minimum of two weeks prior to the start of an advertising period, the advertiser will be responsible for the submission of an advertising proof for review by the Township. If this requirement is not met, the advertiser will forfeit their advertising period.

Signs

The signs shall meet the specific size specifications, type of materials and numbers required by the Township.

The advertiser will be responsible for the delivery of the signs prior to the advertising period and the pickup of the signs after the end of the advertising period. Signs that are left with the Township a week after the end of the advertising period will be disposed of by the Township with no compensation to the advertiser.

If a sign becomes unusable during the advertising period, the advertiser will be notified to supply a replacement sign at their cost. If the advertiser does not supply a sign, the unusable sign will be removed and the advertising space will remain unused for the remainder of the advertising period.

The advertiser shall be responsible for the full cost of the signs and their replacement if necessary.