

Policy Number 1.12
Title Advertising Policy
Section 1: General
Effective Date August 19, 2015
Review Date



The objective of this policy is to provide guidelines regarding advertising on Cobourg Public Library property.

The Advertising Policy, as approved by the Board, governs all advertising opportunities on Library property. The policy and advertising program are managed by the Library staff.

Acceptable forms of advertising to be considered include:

- In-branch distribution of non-commercial materials
- Affiliate programs
- Government grants or funds
- External program or project partnerships, where the Library sponsors, partners with, or contributes to programs or projects of other organizations.
- Advertising targeted to children in the following categories: Books or other material in the Library's collections, government advertisements, and public service announcements.

The Library will **not** accept the following types of advertising content:

- Advertising that detracts from the Library's public image or could place the Library at the centre of a controversy or sensitive issue;
- Advertising that is considered of questionable taste, or which in the Library's direction is considered irritating in its style, content, or method of presentation.
- Advertising that is partisan or political in nature;
- The promotion of religious beliefs or convictions;
- Personal ads and notices, and notices of items for sale or rent;
- The promotion of tobacco and alcohol companies and products.
- The promotion of surveys, pledges, forms or petitions.
- Fundraising, unless otherwise agreed upon through consultation with the Library;
- Commercial advertising primarily targeted to children, including but not limited to the commercial advertising of food and beverages directed to children.

Specifications and guidelines for advertising locations, sizes, formats and rates are established and managed by the Library and must be adhered to by the advertiser.

Approved: August 19, 2015

CEO: _____