

CITY OF SASKATOON COUNCIL POLICY

NUMBER

C02-037

POLICY TITLE <i>Transit Advertising</i>	ADOPTED BY: <i>City Council</i>	EFFECTIVE DATE <i>February 27, 2012</i>
ORIGIN/AUTHORITY <i>Clause F2, Administrative Report No. 3-2012</i>	CITY FILE NO. <i>CK. 1402-3</i>	PAGE NUMBER <i>1 of 3</i>

1. PURPOSE

To ensure that access to Saskatoon Transit property for the purposes of advertising is equally available to all purchasers of advertising space based on a clear and objective set of criteria.

2. DEFINITIONS

2.1 Advertising Contractor

The business or agency that is successful in obtaining the exclusive right to supply, install and sell interior and exterior advertising on Saskatoon Transit Property within the City of Saskatoon.

3. POLICY

- 3.1 The display of advertisements on Saskatoon Transit vehicles and other property is accepted as a means of generating revenue for Saskatoon Transit.
- 3.2 Advertisements accepted for display on Saskatoon Transit property or in its publications shall conform to the standards and limitations from time to time adopted by City Council as prescribed in this Policy.
- 3.3 Unless authorized by City Council, Saskatoon Transit shall not endorse any product, service, cause, or opinion.
- 3.4 In determining the acceptability of any advertisement Saskatoon Transit will, wherever possible, be guided by the principles and values underlying the guarantee of freedom of expression under the *Canadian Charter of Rights*. In applying the provisions of this Policy, Saskatoon Transit will endeavour to limit rights and freedoms as little as possible.

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- 3.5 In determining the acceptability of advertisements, Saskatoon Transit will also be guided by the general principles embodied in the Canadian Code of Advertising Standards, as amended from time to time, except where such standards are inconsistent with the provisions of this Policy. In such cases, the Policy shall prevail.
- 3.6 All advertisements must comply with the laws, statutes, regulations and bylaws in force in the Province of Saskatchewan.
- 3.7 The City of Saskatoon seeks to promote a healthy lifestyle for all citizens; therefore, under this Policy advertisements which promote any alcoholic beverages or tobacco products are not permissible.
- 3.8 Even if otherwise acceptable under this policy, advertisements which convey information about a meeting, gathering or event must contain the name of the sponsoring group, the name of the persons participating in the event and the location, date and time of the event.
- 3.9 Advertisements which portray information which is issue oriented or a point of view on a publicly recognized controversial issue shall comply with the Canadian Code of Advertising Standards and must contain the name of the sponsoring group or individual on the advertisement.
- 3.10 Election advertising which consists of candidate name, party, riding or jurisdiction, office sought, election date and slogan may be accepted, space allowing, during the designated election period and shall conform to all applicable provincial and federal acts with respect to such advertising.

4. RESPONSIBILITIES

4.1 City Council

- a) Approves any and all changes to this Policy.

4.2 City Manager

- a) Ensure that Policy “Transit Advertising” is adhered to.

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4.3 General Manager

- a) Ensure that Policy “Transit Advertising” is adhered to.

4.4 Branch Manager, Saskatoon Transit

- a) Inform the Advertising Contractor of this Policy.
- b) Ensure the Advertising Contractor acknowledges and adheres to this Policy in carrying out its responsibility to supply, install and sell interior and exterior advertising on Saskatoon Transit vehicles.
- c) Direct to the Advertising Contractor to accept advertisements which meet the provisions of this Policy for placement on Saskatoon Transit vehicles.
- d) Ensure the Contract between the City of Saskatoon and the Advertising Contractor requires the Advertising Contractor to:
 - i) Consider advertisements for placement in accordance with the provisions of this Policy; and
 - ii) Consult with Saskatoon Transit prior to the rejection of an advertisement for placement or, alternatively, prior to removing an existing advertisement.