

City of Burnaby Advertising Guidelines and Procedures

June 2025

A. INTRODUCTION

The City of Burnaby welcomes mutually beneficial advertising opportunities that enrich the lives of residents by enhancing City events, programs and services. The guidelines and procedures outlined in this document support the City's Sponsorship and Advertising Policy.

Advertising can be managed in two ways:

- **Direct advertising:** agreements between the City and directly with the advertisers (e.g. Activity Guide advertising)
- **Third-party advertising:** contracts with the City and third-party media or advertising sales companies or organizations who administer the advertising program for the City (e.g. transit shelter advertising)

The following guidelines and procedures cover both direct and third-party managed advertising. Detailed guidelines and procedures for each City asset that includes advertising are provided in the attached appendices.

B. ROLES

B.1 DIRECT ADVERTISING

The City of Burnaby recognizes the value of direct advertising as a means to enhance community engagement and support City initiatives. Direct advertising entails agreements between the City and advertisers, enabling local community groups, businesses and organizations to purchase advertising space in or on City assets including printed publications, digital assets and other City assets (i.e. vehicles). This approach ensures that advertising efforts are aligned with the City's goals and values, providing a cohesive and effective strategy for reaching residents.

Marketing and Corporate Communications Department Role

The Marketing and Corporate Communications Department's role in managing direct advertising through a centralized program. This centralization fosters greater efficiency and effectiveness by maintaining a comprehensive database of advertising prospects, developing consistent policies and procedures, and creating tailored advertising packages. By offering a single point of contact for advertisers, the department ensures streamlined communication and avoids overlapping approaches, ultimately enhancing the City's advertising efforts. Centralization is achieved through:

- a. the maintenance of a city-wide database of advertising prospects, in addition to current and past advertisers and their contributions
- b. the development of policies and procedures for corporate advertising for consistent execution across all departments in the City of Burnaby
- c. the development of a comprehensive advertising package that showcases all opportunities across the City for consideration to new advertisers and to upsell existing advertisers along with the creation of individualized advertising packages to target specific advertisers for particular programs, services and events
- d. one point of contact for advertisers to discuss opportunities for advertising across the City, manage prospect and existing advertising relationships; as well as to avoid overlapping approaches from multiple city staff to one advertiser
- e. the development of a consistent advertising valuation process
- f. the oversight of the advertising program operating budget

City Department role

City departments play a role in the successful implementation and management of advertising agreements. Each department must review and agree upon the terms of the evaluation framework included in the advertising agreement.

Departments benefiting from advertising are responsible for implementing the relevant terms and conditions and ensuring their staff comply with the provisions. If the agreement involves multiple departments, each department head (or their designate) must review and agree to the terms.

B.2 THIRD-PARTY ADVERTISING

The City of Burnaby leverages third-party advertising to expand its reach and maximize revenue opportunities. Third-party advertising involves contracts with media and advertising sales companies or organizations that administer the advertising program on behalf of the City. This approach allows for professional management of advertising spaces, while ensuring that the City's mandates and interests are upheld.

City Departments role

City departments that are responsible for specific assets play a role in procurement, management and execution of contracts with third parties.

They prepare detailed proposals using the evaluation framework for advertising and seek approval for using a City's asset for advertising purposes.

If approved, they manage the contract and ensure compliance with the terms. This includes overseeing the operational details of installation, maintenance, and upkeep of assets, as well as the placement of ads as agreed with the third party.

Marketing and Corporate Communications Department role

The Marketing and Corporate Communications Department serves as the main point of contact for advertising-related issues with third-party advertising. They handle advertising questions or concerns and manage any free advertising space provided to the City from the vendor.

This collaborative effort between City Departments and the Marketing and Corporate Communications Department ensures that advertising using a third-party across all City-owned properties is consistent, effective, and beneficial to the community.

C. STANDARDS AND LIMITATIONS

In determining the acceptability of any advertisement within the provisions of these guidelines, the City of Burnaby and its advertising licensee(s) and contractor(s) will be guided by the Canadian Code of Advertising Standards. In addition, all advertisements must meet all the following criteria:

- a) advertisements must comply with all applicable laws, statutes, regulations and bylaws in force in the province of British Columbia, with all applicable City of Burnaby policies, and with the Canadian Code of Advertising Standards, administered by Advertising Standards Canada;
- b) advertisements must not discredit the business or service of the City of Burnaby and their employees, nor have an adverse effect on the image of the City of Burnaby;
- c) advertisements must be free of any demeaning, derogatory, exploitative or unfair comment or representation of any person or group of persons, or any such comment or representation based on Indigenous identity, race, colour, ancestry, place of origin, creed, religion, sex, sexual orientation, gender identity or expression, physical or mental disability, age, marital or family status, or any other enumerated grounds of discrimination set out in the BC Human Rights Code or the Canadian Code of Advertising Standards;
- d) advertisements, otherwise acceptable under this policy, 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; and
- e) advertisements, otherwise acceptable under this policy, which (a) promote or oppose a specific theology or religious ethic, point of view, policy or action, (b) advocate or oppose any ideology or political philosophy, point

of view, policy or action, or (c) convey information about a political party or the candidacy of any person for a political position or public office, must visibly display the name and means of contacting the sponsoring or individual group.

These advertisements must also display the following disclaimer: “This is a paid advertisement. The views expressed are not necessarily the views of the City of Burnaby.”

The disclaimer must be located inside the available advertising space and be either fully below or fully beside the advertising message. The disclaimer must be demarcated from the advertising message and be in a font and colour that can be easily read from a reasonable advertising viewer’s distance. This endorsement disclaimer extends to and includes all content that is externally referenced in the advertisement including but not limited to internet addresses, social media links, and quick response (QR) codes.

The disclaimer described above may not be required where the City of Burnaby supports the message in the advertisement and:

- a) has publicly endorsed the advertising message within the past 12 months,
- b) has an active relationship with the advertiser (e.g. current supplier, community partnership agreement), or
- c) the message is aligned with a policy adopted by the City of Burnaby.

Notwithstanding that the City of Burnaby or its advertising licensees or contractors has not refused approval of advertising prior to its display, the City of Burnaby or its advertising licensees or contractors may subsequently, after display of the advertising has begun, require prompt removal of the advertising, if the City of Burnaby or its advertising licensees or contractors determine that the advertising does not comply with the provisions of this policy.

OTHER RESOURCES

- Sponsorship and Advertising Policy
- Conflict of Interest Policy
- [Burnaby.ca/Sponsorship](https://www.burnaby.ca/Sponsorship)