

<b>Policy Number</b>	<b>1.13</b>
<b>Title</b>	<b>Advertising Policy</b>
<b>Section</b>	<b>1: General</b>
<b>Effective Date</b>	<b>August 19, 2015</b>
<b>Review Date</b>	<b>February 2020</b>



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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 Administrative Coordinator.

## Terms

All advertising and promotion within the Library will comply with the mission, and values of the Library.

The acceptance of advertising by the Library is not an endorsement of a product or service.

As space is limited, it may not be possible to display all materials that are acceptable under this policy at a given time. The Library will display and distribute materials in appropriate locations for a limited time, subject to the availability of space.

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.

The Library does not have any obligation to accept any advertising submitted.

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.