



## Town of Antigonish Advertising Policy

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### Scope

The purpose of this policy is to provide a uniform procedure for non-regulatory advertising (print and media) in the Town of Antigonish and is adopted under authority of Section 65 (l) and (m) of the Municipal Government Act.

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### Policy

1. All requests for advertising (print or media) must be made in writing at least two (2) to four (4) weeks in advance of the placement of the advertising to the Chief Administrative Officer or designate.
2. The Town of Antigonish must derive some benefit from the advertising (print and media) namely assisting the Town in promotion of being a caring, supportive, and benevolent organization.
3. The Chief Administrative Officer or designate shall approve advertising (print and media) requests up to and including the amount of \$1,000.00.
4. All requests for advertising (print and media) in excess of \$1,000.00 shall be brought to the next Council meeting for consideration and/or approval.
5. Any previous Advertising policies of the Town of Antigonish are hereby repealed.

#### CAO's Annotation for Official Policy Book

Date of Notice to Council Members of Intent

To Consider (Minimum 7 Days): September 21, 2009

Date of Passage of Current Policy: October 19, 2009

I certify that this Policy was adopted by Council as indicated above.

D. Kampen  
Chief Administrative Officer

October 21, 2009  
Date