

	POLICIES & PROCEDURES TITLE: Newsletter Advertising
Silverspring Community Association	DATE REVISED: DATE EFFECTIVE: <u>February 1, 2004</u>

The Silverspring Community Association includes both paid and unpaid advertising within their circulated newsletter.

Purpose

To provide guidelines for the Communications Coordinator and Silverspring Community Association Executive regarding advertising in the community newsletter.

Policy

Advertising Costs

1. Advertising costs for the Silverspring Community Association are outlined as follows:

	Present Ad Cost
Business Cards	\$25
¼ Page	\$50

2. The Silverspring Community Association Newsletter will include advertisements to a maximum size of ¼ page.
3. When it is determined that an increase in advertising costs is required, a letter will be sent out to all present advertisers outlining the change including the distribution numbers and reason for the increase.
4. Mother Teresa School, Silverspring School, Ebenezer Church and the City of Saskatoon(David Godwin) will not be charged for their advertising as they provide the community with numerous resources through the use of their facilities.
5. Advertising opportunities will be open to all businesses with the exception of those outlined below.

Political & Ethical Advertising

1. The Silverspring Community Association will not support the inclusion of political advertising for the purpose of civil, provincial or federal electoral campaigns.

2. Following an election, the Silverspring Community Association will include information identifying the newly elected councilor and contact information as requested.
3. A link to the appropriate website may be included on Silverspring Community Association Website.
4. Advertising which may be considered prejudicial or controversial.
5. The Silverspring Community Association reserves the right to refuse any material submitted to the newsletter.

Procedures

All advertisements submitted must be approved by the Communications Coordinator.

If the Communications Coordinator is unsure of any advertising submissions, he/she may take the item to the Executive Council for review to determine a final decision regarding inclusion within the newsletter.

In the case of disputes between the Communications coordinator and potential advertisers, the Silverspring Community Executive will provide the final decision on any submission.