

# INNISFIL PUBLIC LIBRARY



**SUBJECT: ADVERTISING POLICY FOR LIBRARY SIGNS**

**Policy No: 2015-07**

**Date: May 19, 2015**

**Review Date: May 2019**

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## **PURPOSE**

To provide a standard policy for placing advertisements on Library Signs within the Town of Innisfil.

This policy will permit the Innisfil Public Library and community groups to place information on Library Signs which is of interest and beneficial to members of the community and the general public.

## **POLICY**

### **Definitions:**

*“Library Sign”* means any electronic or manual display sign located on property owned, leased, or occupied by and/or operated on behalf of the Innisfil Public Library Board.

*“Partner(ing) Agencies”* refers to the various organizations with which the Library has entered into a partnership for the purposes of pursuing mutual interests with the shared goal of enhancing quality of life for Town of Innisfil residents and Library users.

### **Application:**

Library Signs **may contain** the following information:

- Library notices and announcements – activities, programmes, services, meetings;
- Town notices and announcements;
- Announcements and advertisements, including for example, the promotion of community events, from partnering agencies, community groups, not-for-profit organizations.

Library Signs **shall not** contain the following information:

- Notices, announcements or advertisements promoting the goals, achievements or opinions of individuals;
- Notices, announcements or advertisements which contain offensive, harmful, derogatory language about or which are motivated by a person's race, colour, citizenship, national origin, age, religion, creed, language, marital status, family status, pregnancy, sexual orientation, disability or any other prohibited ground of discrimination;
- Any commercial for-profit promotions from non-partnering agencies.

Requests for Postings:

- All requests for postings from community groups and organizations shall be submitted to the Chief Librarian/CEO or Designate. Submissions will be reviewed according to this policy and considered in light of availability of sign space at the time requested.
- Should a large volume of requests for posting be received, priority shall be given as follows:
  - Emergency information;
  - Library notices and announcements;
  - Town notices and announcements;
  - Notices and announcements from partnering agencies, community groups, not-for-profit organizations.
- A limit on the length of time for which information is displayed may be imposed.

Format of Messages:

- Suggested wording and layout may be provided by the originator, but is subject to additional editing or style and size changes by Library personnel, as deemed necessary.

## **Related Policy**

*Community Information and Display Policy*

Approved by the Innisfil Public Library, May 19, 2015  
Motion Number: 2015.52

Supersedes Policy #2013-04, approved April 15, 2013, Motion #2013.47 & Policy #2009-11, approved September 21, 2009, Motion #2009.60.