



SUBJECT: ADVERTISING POLICY FOR LIBRARY SIGNS

Policy No: 2020-02

Date: January 20, 2020

Review Date: January 2024

Pages: 2

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 reviewed by a Communication Representative. Submissions will be reviewed according to this policy and if approved will be posted to Innisfil Public Library's social media channels as decided by a Communication Representative.
- 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, January 20, 2020

Motion Number: 2020.07

Supersedes Policy #2015-07, approved May 19, 2015, Motion #2015.52, Policy #2013-04, approved April 15, 2013, Motion #2013.47 &

Policy #2009-11, approved September 21, 2009, Motion #2009.60.