

TOWN OF BRIDGEWATER BRIDGEWATER TRANSIT PROJECT - ADVERTISING POLICY

Policy No.:	90
Approved:	November 14, 2017
Resolution No.:	17-254
Revised:	March 26, 2018
Resolution No.:	18-063

1.0 Policy Statement

- 1.1 The Town of Bridgewater acknowledges that commercial advertising provides a financial benefit through the opportunity to offset the cost of the Transit Project.
- 1.2 The Town of Bridgewater permits commercial advertising on the Transit Buses and associated publications such as transit passes. The buses move throughout the community and may participate in Town events and appear in Town publications under the conditions outlined in this policy. This policy applies to all paid or in-kind advertising by individuals, businesses and organizations on Bridgewater Transit Buses.
- 1.3 The Town’s acceptance of an advertisement does not constitute express or implied endorsement of the content or message of the advertisement, including any person, organization, products, services, information or viewpoints it may contain, or of the advertisement sponsor itself.

2.0 Purpose

- 2.1 To ensure that all advertising is consistent with the Canadian Code of Advertising Standards and is consistent with the Town’s corporate values, image and strategic goals.
- 2.2 To ensure fairness, transparency and accountability in the advertising process for the Bridgewater Transit Project.

3.0 Definitions

Advertiser: The individual, business or organization wishing to purchase advertising space on Bridgewater Transit Buses.

Advertisement(s): Any paid or in-kind communication that is designed to influence, educate or inform the public and meets the definition of the Code.

Advertising Standards Canada (ACT): the not-for-profit Canadian advertising industry body established to create and maintain community confidence in advertising and to ensure the integrity and viability of advertising through industry self-regulation.

Bridgewater Transit Buses: All vehicles, owned or rented by the Town, for the purposes of transporting public passengers along the established, fixed route within the Town of Bridgewater.

Bridgewater Transit Pass: Any printed pass produced for sale and use during the Bridgewater Transit Project.

Bridgewater Transit Project: A fixed-route transit system established by the Town of Bridgewater and operating from April 1, 2018 to March 31, 2019 (or as directed by Council) to assess the community potential for permanent transit service.

Canadian Code of Advertising Standards (the “Code”): The advertising industry’s principal instrument of advertising self-regulation, administered by Advertising Standards Canada, which sets up criteria for acceptable advertisements and forms the basis upon which advertisements are evaluated in response to consumer, trade or special interest group complaints.

Contractor: The entity which the Town or the advertiser has engaged to produce, install or remove advertisements on the Bridgewater Transit Buses.

4.0 Policy Application

4.1 Applicable Law

Advertisements must, as determined by the Town in its sole discretion, comply with all legislation, regulations and by-laws applicable in the Province of Nova Scotia including but not limited to:

- Nova Scotia Human Rights Act
- Canadian Charter of Rights and Freedoms
- Criminal Code of Canada

4.2 Criteria for Acceptance of Advertisements

Advertisements will be permitted on Bridgewater Transit Buses following an assessment by the Town of the following criteria, the determination of which is in the sole discretion of the Town. Advertisements must:

- a) Comply with the criteria set out in the Canadian Code of Advertising Standards (found online at www.adstandards.com), including the Interpretation Guidelines and Gender Portrayal Guidelines;
- b) Not be misleading or a false representation;
- c) Not contain inappropriate language or content;
- d) Not create adverse effects on public safety associated with the display of the advertisement;
- e) Not incite violence or hatred;
- f) Not contain style, content or method of presentation that is offensive;
- g) Not contain content or style that mimics that of the Town of Bridgewater;
- h) Feature a name or other content (e.g. a company URL) that identifies the advertiser;
- i) Be appropriate in the context of Bridgewater Transit Project;
- j) Not compromise the Town’s ability to carry out its functions fully and impartially; and,
- k) Be consistent with the Town’s corporate values, image and strategic goals.

4.3 Guidelines

- 4.3.1 As per Schedule A, there are a variety of sizes and types of advertising available in the Bridgewater Transit Project. Schedule A contains a description and pricing for each of the different opportunities. This schedule may be amended from time to time.
- 4.3.2 Advertisers are responsible for all costs associated with preparing, installing and removing the advertisement from any Bridgewater Transit Buses or associated publications such as bus passes.
- 4.3.3 Advertisers are prohibited from making statements which suggest the advertiser's products and services are endorsed by the Town.
- 4.3.4 Advertisers may not be accepted from corporate bodies or individuals who, in the sole discretion of Town staff are inappropriate partners for the Town.
- 4.3.5 The Town may decline, in its sole discretion, to accept any or all advertising requests.
- 4.3.6 Advertisements which a) promote or oppose a specific theology or religious or ethnic point of view, policy or action; or b) advocate or oppose any ideology or political philosophy, point of view, policy or action, must visibly display the name of the advertiser.
- 4.3.7 Advertisements which convey information about a political party or the candidacy of any person for a political position or public office, must visibly display the name of the advertiser.
- 4.3.8 When required by the Town, the advertisement must display the following disclaimer in a manner that is legible: "The opinions expressed in this advertisement do not in any way represent the opinions of and are not endorsed by the Town of Bridgewater".

4.4 Reconsiderations

- 4.4.1 If Town of Bridgewater staff have assessed the advertisement using the Code and believe the advertisement is not in compliance, the advertiser may, at their own expense, have a preclearance assessment completed by Advertising Standards Canada. Should ASC find the advertisement is in compliance with the Code, and it meets the other criteria outlined in Section 4.2 of this Policy, Town of Bridgewater will then allow the advertisement to be posted on Bridgewater Transit Buses and associated publications.
- 4.4.2 Notwithstanding that the Town has not refused approval of advertising prior to its display, the Town may subsequently, after display of the advertising has begun, require immediate (within 24 hours) removal of the advertising if the Town determines it does not comply with the provisions of this policy.
- 4.4.3 If the advertiser or contractor fails to remove the advertising from display immediately after receiving the Town's requirement to do so, the Town itself may remove the advertising from display.
- 4.4.4 The removal of advertising from display on the ground of reconsideration by the Town, shall be at the sole cost of the advertiser or contractor, and the Town shall not be liable in any way for any consequences of its requirement for the advertiser to remove the advertising from display or of its own removal from display.

4.5 Objections by members of the public

- 4.5.1 Any person who objects to any advertisement governed by this policy may file a complaint with Advertising Standards Canada, following its prescribed process.
- 4.5.2 Any individual or advertiser who wishes to appeal a decision of the Town regarding the application of the Canadian Code of Advertising Standards on Advertisements on the Bridgewater Transit Project, may file a complaint with Advertising Standards Canada at www.adstandards.com

4.6 Responsibilities

- 4.6.1 Staff approving advertising proposals must ensure all relevant by-laws and policies are adhered to, appropriate consultation and approval authorities are respected and, where applicable, that insurance and indemnification have been obtained.
- 4.6.2 Town of Bridgewater staff is responsible for the initial review and approval of content on any proposed Bridgewater Transit advertising. Staff will ensure all advertisements are compliant with the Canadian Code of Advertising Standards, as per this Policy.
- 4.6.3 Persons, businesses or organizations wishing to place advertisements on Bridgewater Transit Buses and associated publications, will be notified if the proposed advertisement does not meet the Code. The advertiser will be given an opportunity to change the design or content to meet the Code at their expense before it can be installed.
- 4.6.4 The contractor chosen by the advertiser is responsible for the installation of interior and exterior advertising on Bridgewater Transit Buses. All advertisement installations must be completed in a timely manner not affecting the operations of the buses.
- 4.6.5 Any contractor installing advertisements on Bridgewater Transit Buses must be able to provide proof of Liability Insurance and Workers Compensation Board coverage.

Get YOUR message around town!



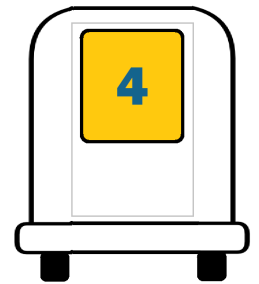
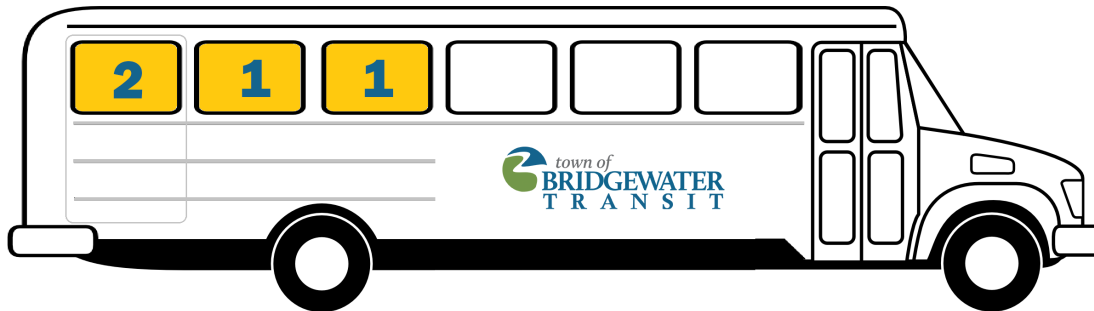
Have you been looking for an ideal way to get your message out to ALL of Bridgewater? Have you wondered what it would take to make sure word of your product or service travels to virtually every corner of the community? Bridgewater Transit may have the ideal advertising solution for you!

As part of our transit pilot program, you can now purchase advertising ON THE BUS through the duration of the pilot project, until March 31, 2018. We are offering both exterior options, to reach our residents and visitors who are on the go, as well as interior options that will allow you to share your product or service directly with our transit users!

DID YOU KNOW?

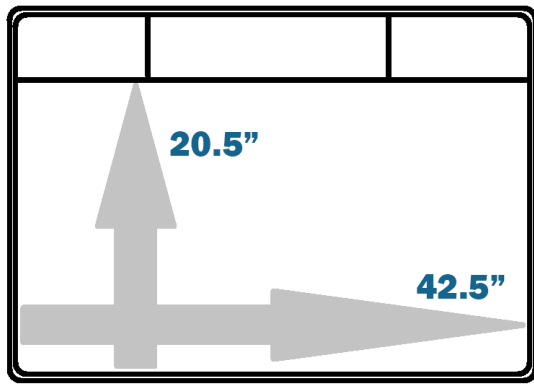
In its first month of operation, Bridgewater Transit had almost 2,000 riders!

Bridgewater Transit runs on an hourly loop, covering approximately 16 kilometres within Bridgewater and includes stops at plenty of high-visibility areas, including Bridgewater Mall, Gateway Plaza, and the Lunenburg County Lifestyle Centre! Hop on board and advertise with Bridgewater Transit today – we'll get YOUR message around town!



Advertisers are responsible for additional costs, including design work and installation and removal of interior or exterior vinyl decal products. Ask your shop to coordinate installation and removal with the Town of Bridgewater.

1

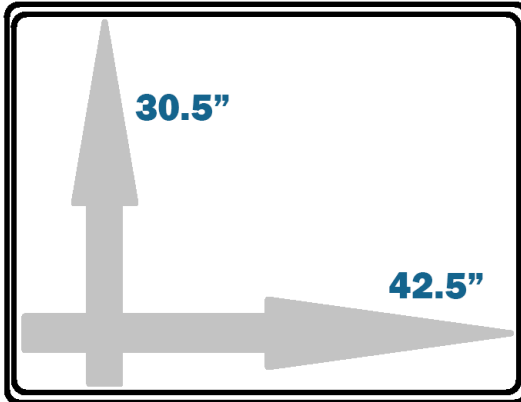


MAIN WINDOWS (LEFT AND RIGHT)

There are EIGHT advertising spaces of this size total on the TWO bridgewater Transit buses.

Introductory rate is \$75 per window per month until March 31, 2018.*

2

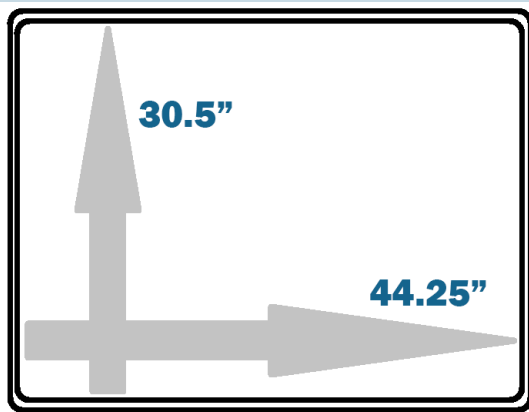


ACCESSIBLE AREA - WINDOW 1 (RIGHT)

There are TWO advertising spaces of this size total on the TWO bridgewater Transit buses.

Introductory rate is \$100 per window per month until March 31, 2018.*

3

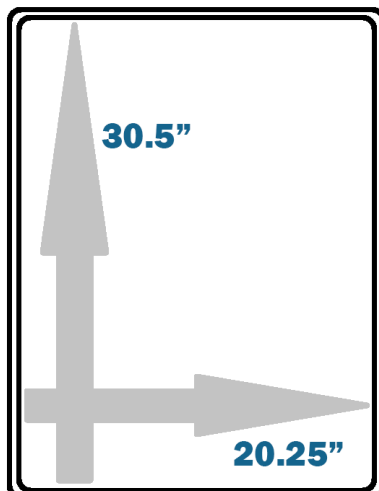


ACCESSIBLE AREA - WINDOW 2 (LEFT)

There are TWO advertising spaces of this size total on the TWO bridgewater Transit buses.

Introductory rate is \$100 per window per month until March 31, 2018.*

4



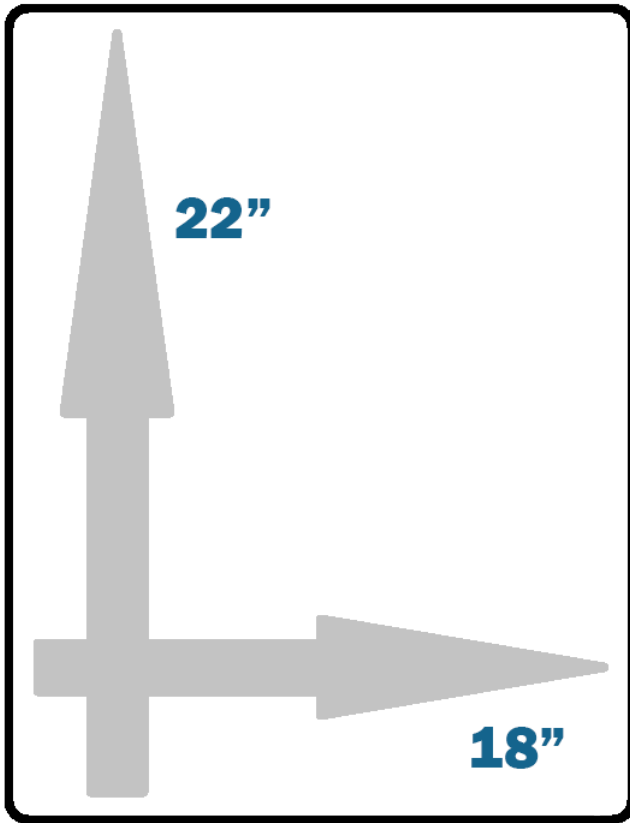
REAR WINDOW

There are TWO advertising spaces of this size total on the TWO bridgewater Transit buses.

Introductory rate is \$150 per window per month until March 31, 2018.*

* Advertisers are responsible for additional costs for their own design work and installation and removal of perforated vinyl decal products. Ask your shop to coordinate installation and removal with the Town of Bridgewater.

We also have **INTERIOR ADVERTISING** available!



LIGHT PANEL ADVERTISING PACKAGES

The Town of Bridgewater is offering a total of EIGHT three-panel advertising packages INSIDE the Bridgewater Transit buses. Each advertising panel is 22" x 18" and as part of this package, you will receive THREE panels, with staggered placement on the lighting panels inside the bus. Take your message directly to our Transit riders by purchasing this three-panel package!

Introductory rate is \$30 per month for each three-panel package through March 31, 2018.**

** Advertisers are responsible for additional costs, including design work and installation and removal of interior or exterior vinyl decal products. Ask your shop to coordinate installation and removal with the Town of Bridgewater.



Bus Passes: Advertising that goes EVERYWHERE!

Talk about a chance to make your mark on the new Bridgewater Transit program!

We're pleased to offer the opportunity for **YOUR** business to advertise exclusively on Bridgewater Transit's complete line of user passes.

Your company logo or message will be placed on the reverse side of **ALL** our adult and youth 10 and 30-ride cards.

For just \$1,000, your brand will appear on a complete print run of Bridgewater Transit passes (384 in total), giving **YOUR BUSINESS** the sole ad space on the Town's transit passes until that run is completely sold out.

You literally can't get more exclusive than that!



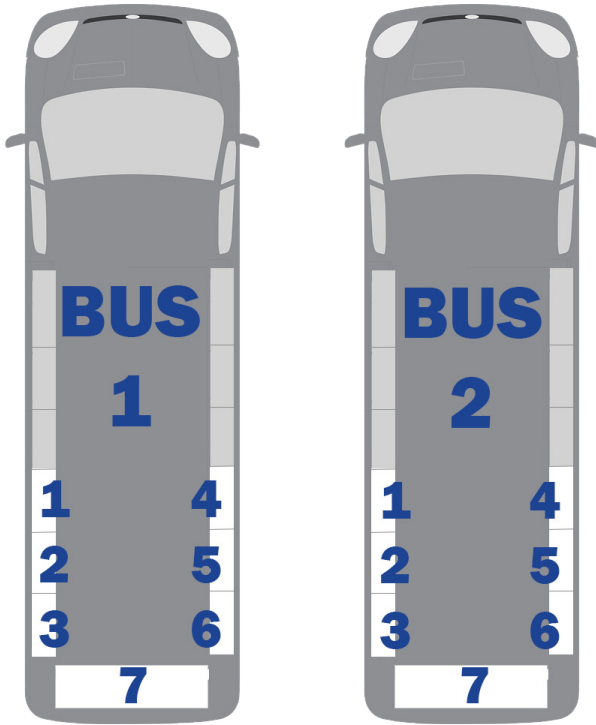
Front of pass



Reverse side

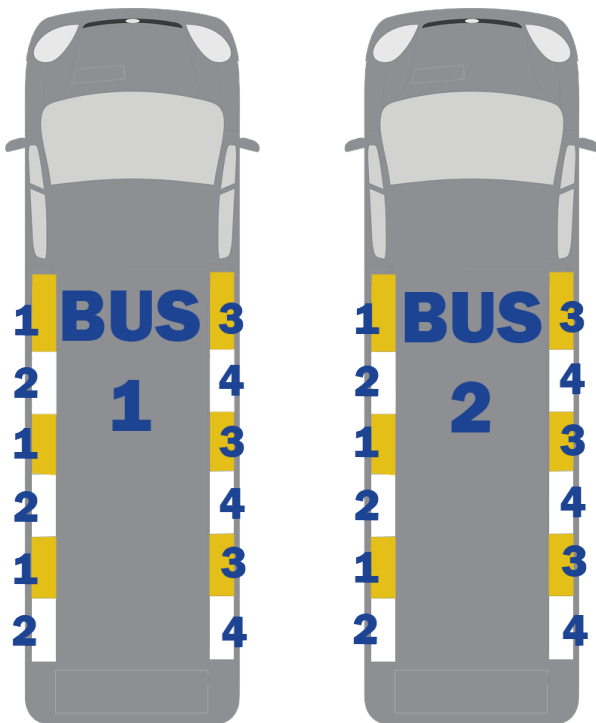
Advertising Booking Sheet

Use this booking sheet to show us where you want to go! Bridgewater Transit runs TWO buses, which generally alternate operations daily running the 16-kilometre Bridgewater Transit loop.



Exterior Ad Locations

Choose from up to 14 exterior window advertising spaces on our two Bridgewater Transit buses.



Interior Ad Locations

Choose from up to 8 interior light panel advertising spaces on our two Bridgewater Transit buses.