

ITEM	11
MANAGER'S REPORT NO.	18
COUNCIL MEETING	1979 03 05

RE: ADVERTISING IN LOCAL NEWSPAPERS

RECOMMENDATION:

1. THAT this report be received for information purposes.

REPORT

Following is some background information which Council may find useful in its discussion of the Notice of Motion on advertising which appears on this week's agenda.

Our policy on the placement of advertisements in newspapers is as follows:

a. Action Taken By Originating Departments

Members of staff with authority to prepare requisitions submit requests for advertising to the Purchasing Department. Requisitions include the copy showing ~~what is~~ required, type (legal display), name of publication or newspaper, date required, number of issues and account to be charged.

b. Action Taken By The Purchasing Department

If time permits, a purchase order containing all pertinent information is mailed to the advertising agencies (most companies require 72 hours advance notice). When time is of the essence, the Purchasing Department transmits the request by telephone and follows up with a confirming purchase order at a later date.

This policy applies to all local agencies except one. The Express requires payment in advance which is a discouragement for organizations such as Burnaby. For example, it is necessary to have a cheque prepared and hand delivered to 554 E. 15th Avenue, Vancouver. A further complication involves the requirement to take advertising copy to the Express Office to obtain prices. While this does not have to be done in every instance, the frequency is greater with the Express than the other local newspapers. This policy and extra expense has no doubt discouraged Department Heads from using the Express more often. There is, however, no firm municipal policy directing that advertising not be placed with the Express.

Since 1979 January 01, we have advertised as follows:

	<u>Number of Advertisements</u>
The Columbian	15
Journal of Commerce	4
Vancouver Express	1
Victoria Colonist	1
Southside Times	3
Boundary Road	2
Performing Arts	1
Intermedia Press	1
The Courier	1
Pacific Rim Publication	1

Following is a summary of advertising for the first two months of the year in 1977 and 1978:

	<u>Number of Advertisements</u>	
	<u>1977</u>	<u>1978</u>
Pacific Press - Vancouver Sun	26	30
Journal of Commerce	6	4
The Columbian	3	6
The B.C. Gazette	1	3
(The Queen's Printer)		
The Peak (S.F.U.)		1