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APPENDIX "C"



Chapter 17
Parks and Recreation

17(9A) Appendix to Sale of Advertising and Sponsorship of Parks and Recreation Publications and Services Policy

Advertising Policy Conditions be established namely:

- (a) All advertisements must be of a family orientation.
- (b) All advertising is accepted subject to publisher's discretion.
- (c) All ads will make every attempt to reflect equality in sex, colour and creed. No demeaning or derogatory portrayals of individuals or groups allowed.
- (d) All ads must not contain inaccurate or deceptive claims.
- (e) No viewpoints on politics, abortion, religion or sexual preference are to be expressed.
- (f) Liquor advertising will only be permitted with an appropriate public service style message or straight logo identification.
- (g) No tobacco advertising will be permitted.
- (h) Advertisers assume responsibility for unauthorized use of name, photograph, device or word protected by copyright or registered trademark.
- (i) Space rates do not include the cost of production which is quoted separately.
- (j) Colour rate is available at an extra cost.
- (k) Any design, artwork or typesetting supplied by the Recreation Division is for exclusive use in Spectrum. Any other use not authorized in writing is an infringement of copyright and subject to compensation. Prices for secondary usage subject to quotation.
- (l) Any notice of cancellation must be sent in writing prior to closing date.
- (m) Accounts are payable net 30 days. Non-payment of accounts will result in future advertising being cancelled. Two percent per month on overdue accounts. The client is responsible for all collection fees on non-payment.
- (n) The publisher is only responsible for errors in advertisements up to the amount paid of space occupancy.