

**City Hall**  
11th Floor, East Tower  
100 Queen Street West  
Toronto, Ontario M5H 2N2

**Tel:** 416-392-3551  
**Fax:** 416-392-1827  
jpennac@toronto.ca  
toronto.ca

July 9, 2012

Ms. Ulli Watkiss  
City Clerk  
City of Toronto  
12<sup>th</sup> Floor, West Tower  
Toronto City Hall  
Toronto, ON M5H 2N2

Dear Ms. Watkiss,

The following is a response to the Administrative Inquiry from Councillor Joe Mihevc dated May 29, 2012 regarding *"City's purchase of ads in print media"*.

The Councillor requested a report looking at the policies that guide the purchasing of advertising and/or how these decisions are made during the current term of council, with a breakdown by department and by media.

The City of Toronto places advertisements or purchases advertising space in a variety of media in order to communicate the City's policies, services and programs and to inform residents or other stakeholders about City initiatives.

Strategic Communications provides corporate-wide media planning and buying services. In collaboration with other divisions the advertising staff provides advertising and marketing advice, and consulting services. By assessing the client's promotional needs and identifying target audiences, staff in Strategic Communications recommend, develop, present and implement appropriate advertising strategies and then evaluate the effectiveness of those strategies. In all cases, ads are placed in media that best serve the City of Toronto and its residents.

Advertising must adhere to the principles of the City of Toronto [Advertising Policy](#) and comply with applicable [Council directives relating to Advertising](#).

The City of Toronto Advertising Policy was adopted by City Council at its meeting on July 24, 2001. Per the Advertising Policy, all City of Toronto advertising is based upon the following principles:

- Advertising be placed in a manner that is most efficient and effective for the corporation.
- Advertising be based on a communications plan which includes identification and assessment of the target audience and how best to reach the target audience within budget.
- All advertising comply with the City of Toronto Corporate Identity Program.
- Wherever applicable, all advertising contain the City of Toronto Web site address.
- All advertising placed by the City of Toronto incorporate the principles of access and equity as outlined in City Council's Corporate Action Plan on Access and Equity (December, 1999) as recommended by the *Task Force on Community Access and Equity* by:
  - Eliminating gender stereotyping by ensuring that both sexes are treated with respect and dignity in advertising.
  - Comprising a representative illustration of racial and ethnic minorities and aboriginal peoples.
  - Including a realistic depiction of persons with disabilities in a manner that is dignified, using neutral word descriptions and visuals that focus on the full participation of persons with disabilities in everyday life.
  - Being written in a manner and form that is easily understood by the intended audience, having due regard for varying rates of literacy within the City and the backgrounds of those to whom the advertising is directed. The minimum font size for all type in any advertisement is 10 point.
  - Advertising be placed on an assessment of the languages other than English spoken by the target audience.
- Advertising comply with any applicable statutory requirements.

All advertising must be reviewed and approved by the Strategic Communications Division prior to placement in any media. Exceptions to this protocol are: a) recruitment or purchasing-related advertisements; b) legal or statutory ads that do not refer to a public meeting/open house or other similar public consultation forum; c) advertising that is strictly for locally-based programs.

The City categorizes print ads as follows:

- **Legal or statutory ads**  
These ads are placed in the most economical venue, which as of December 1, 2010 has been contracted to the Toronto Sun following an RFP process that adhered to City purchasing regulations.

- **Tender ads**

These appear most frequently in the Daily Commercial News, a newspaper targeted at the construction industry. If requested, tender and purchasing ads may be placed in other publications, such as the Globe and Mail.

- **Discretionary ads**

These ads include display ads such as those advertising civic promotions or events or those ads encouraging behaviour modification. These ads may appear in any media outlet. Media Buying staff make recommendations based on the media outlet's audience in order to target the message, as required. The Media Buyers have extensive files on media outlets, rates, column sizes, audience demographic and deadlines.

- **Public Consultation ads**

The City holds consultations on everything from local speed bumps to the annual operating budget. These ads use the "Building a great city - together" template and are for 'city-building' public meetings where feedback from the public is requested. Media Buying staff make recommendations on ad placement based on their knowledge of media outlets. The Media Buyers have extensive files on media outlets, rates, column sizes, audience demographic and deadlines.

The attached chart details print advertising purchases by division beginning December 1, 2010 until June, 2012.

Yours truly,

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Joseph P. Pennachetti  
City Manager

Attachment