



**SUBJECT: ADVERTISING POLICY FOR LIBRARY SIGNS**

**Policy No: 2024-01**

**Date: January 15, 2024**

**Review Date: January 2028**

**Pages: 2**

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## **PURPOSE**

To provide a standard policy for placing advertisements on Library Signs within the Town of Innisfil.

This policy will permit the Innisfil ideaLAB & 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, programs, 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, gender identity, 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 15, 2024

Motion Number: 2024.06

Supersedes Policy #2020-02, approved January 20, 2020, Motion #2020.07 and 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.