

City of Andrews
Administrative Directive

Title: Advertising Procedures		
Category: Public Relations & Communications		
Reference Number: PR 3	Initial Effective Date: 01/01/2020	Last Revision Date:

1) SCOPE

The purpose of these procedures is to establish guidelines for City advertising in order to avoid conflict of interest or the appearance of favoritism.

2) APPROPRIATE ADVERTISING

Advertising is permitted for the following purposes:

1. Legal notices as determined by local, state or federal law;
2. To publicize an event, program or activity the City of Andrews, City Council or City boards and commissions are sponsoring alone or with other entities;
3. To announce City Council general elections or openings on any of the City's boards and commissions.
4. To solicit employee applications for open City positions.

3) RESPONSIBILITIES

1. City staff is responsible for submitting ads by deadline to the appropriate media. The City Secretary will assist as needed or requested.
2. The cost of advertising will be paid by the department placing the ad.