

Advertising Policy

PPM#:

POLICY STATEMENT:

The City of Oak Park recognizes that opportunities exist to offset the costs of City publications through the sale of commercial advertising in City publications. The City of Oak Park is acting in its proprietary capacity in a manner consistent with City policies. By selling advertising, the City is not creating a public forum or a limited public forum for speech. This policy governs the sale of advertising, defines the types of commercial advertising the City will sell and ensures that standards for acceptance or rejection are clear and objective.

DESCRIPTION OF PROCEDURE:

The term “advertising” means any public notice, announcement, printed material, picture or signage designed to promote an activity, product or business. The sale of advertising space is limited to purveyors of goods and services.

The Department of Communications and Public Information shall approve all advertisements submitted for placement in any City publication, and has the right to approve, deny, and edit content, in part or in whole in accordance with this Policy. The City retains sole discretion when deciding to approve or deny advertisements. This includes, but is not limited to, such factors as the advertisement’s size, format, appearance, placement, and the length of time the advertisement will appear in the City publication. The City reserves the right to remove any advertisement that was previously approved.

The City Manager shall be the final authority, if necessary, in determining whether or not an advertisement contains the prohibitions outlined in this Policy. The Department of Communications and Public Information will administer the requests for advertising placement as well as direct any appeals to the City Manager.

The City will consider, but is not limited to, the following criteria when approving or denying advertisements submitted for publication:

1. **Timing:** The department will consider the timing of the advertisement in relationship to the applicable publication deadlines or any other pertinent events. The opportunity to advertise in any publication is contingent upon available space.
2. **Content:** The contents of an advertisement are solely the responsibility of the advertiser. The advertiser assumes liability for all content (including text, representations and illustrations, and any material on a website to which the advertisement provides a link or reference) of advertisements printed, and also assume responsibility for any claims arising thereof made against the City.

The appearance of an advertisement in a City publication will constitute neither a guarantee nor an endorsement by the City of the product, service, or company involved, or of the claims made for the product within the advertisement.

The City reserves the right to reject any advertising that conflicts with the City's Code of Ordinances or any other applicable laws.

Prohibitions on advertising content include, but are not limited to, the following:

- a. Promoting hostility, disorder, violence or attacks on any person or group of persons.
- b. Promoting discrimination including, but not limited to, demeaning, harassing, or ridiculing any person or group based on race, color, national origin, religion, sex, age, disability, ancestry, creed, or sexual orientation.
- c. Libelous statements or information.
- d. Promoting, favoring or opposing the candidacy of any candidate for election or public question.
- e. Being obscene or pornographic as defined by prevailing community standards.
- f. Promoting the use of alcohol, tobacco or firearms or weapons of any kind.
- g. Contains information which promotes unlawful or illegal goods, services or activities.
- h. Denigrates the City of Oak Park, employees, operations, officers, or agents.
- i. Appears that the City of Oak Park endorses the advertising.

Additionally, advertisers shall meet the following criteria before the City of Oak Park will sell advertising space to them:

1. Enter into any appropriate legal contracts with the City of Oak Park to be authorized by the department, as required.
2. Provide electronic versions of all advertising materials, and proofs, as necessary, to meet the City's print schedule, at no cost to the City, as applicable.
3. Submit required payments.
4. Adhere to all other City policies, Municipal Codes, and procedures as well as State, County and Federal laws and policies.

This policy applies to all City of Oak Park publications.

RELATED PPMS:

TYPE: General

CITY MANAGER AUTHORIZATION DATE: