

## 6.4 Advertising Policy

### Policy Statement

Advertising is a key component of government communications. Advertising is a major tool to be used by government in communicating its programs and policies to the people of Nova Scotia. It is important that a procedure be established to ensure that government achieves the best possible value for money in its paid communications initiatives and that the accessing of these services be guided by basic guidelines outlined in an official government advertising policy.

### Definition

#### **ADVERTISING**

Consists of material placed in all paid media; i.e., television, radio, print, billboards, transit, etc., as well as creative services in graphic arts, editorial services, public relations, video, film, photography, and communications planning.

### Policy Objectives

Government advertising services will be acquired

- in a manner that treats all qualified providers of advertising or creative communications services equitably
- in accordance with government procurement policy

### Application

This advertising policy applies to all government departments and agencies and details the responsibilities of government departments, agencies, boards, and commissions with respect to the tendering process for government paid advertising.

### Policy Directives

The Advertising Services Group of Communications Nova Scotia is the agency of record for all advertising initiatives carried out by departments. Actual placement of advertising initiatives may be assigned to the agencies or suppliers selected by competition.

## Accountability

Communications Nova Scotia will

- ensure that government advertising is consistent with government policy
- in conjunction with the sponsoring department, have the power to extend paid communications arrangements for a period of up to 90 days after the original termination date
- report annually to government on the number and size of advertising and creative communications contracts awarded by provincial departments, agencies, boards, and commissions
- instruct all departments and agencies to retain records for four years following termination of any program.

## Monitoring

Monitoring of this policy on behalf of the government is the responsibility of the Advertising Services Group of Communications Nova Scotia.

## References

Nova Scotia Visual Identity Program

## Enquiries

Coordinator of Advertising, Communications Nova Scotia, (902) 424-2975

---

*Approval date: February 10, 1993*

*Manual release date: January 9, 2003*

*Approved by: Policy Board*

*Most recent review: October 20, 2004*

---