



DISTRICT OF 100 MILE HOUSE

Policy & Procedures Manual

1.20 TRANSIT BUS ADVERTISING **(For Profit Organizations)**

PURPOSE

To protect the standard and quality of advertising placed on the outside and inside of the transit bus (locally run), alternate bus (currently runs to Williams Lake 3 days/week), and within the bus shelters.

POLICY

1. The display of acceptable advertisements is accepted as a means of generating revenue. Submissions must be in writing and the cost of the sign will be borne by the applicant.
2. Advertisements will be limited to those which communicate information concerning goods, services, public service announcements and public events.
3. Unless otherwise authorized by Council, the District of 100 Mile House shall not endorse any product, service, cause, proposition or thing.
4. Advertisements accepted for display shall conform to the standards and limitations as set by the BC Transit Corporate Policy Statement.
5. The styling of the advertising must be designed with an effective and pleasing appearance.
6. Invitation to advertise will be posted annually, in the local newspaper(s) to a maximum of 2 postings at any once call for submission.
7. All proposed advertising must be duly approved by the CAO.
8. The District will not be responsible for lost or stolen signage.
9. The costs for advertising are as follows:

Transit Bus (locally run)



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- Outside: Cost is \$1,000 per side for a maximum 12 month period at any one time. Sign must be magnetic and not exceeding 18" x 60" or 45.72cm x 152.4cm.
- Inside: Cost is \$120 per year. Sign dimensions are 11" x 17" or 27.94cm x 43.18cm. There is room within the bus for a total of 12 signs (6per side). Sign must be flexible.

Alternate Bus (currently runs to Williams Lake 3 days/week)

- Outside: Cost is \$1,000 per side (\$83.34/month) for a maximum 12 month period at any one time or \$85.00/month for six month period at any one time. Sign dimensions are 21" x 70" or 53.34cm x 177.8cm. Sign must be weather resistant.
- Inside: Cost is \$120 per year. Sign dimensions are 11" x 17" or 17.94cm x 43.18cm. There is room within the bus for a total of 12 signs (6per side). Sign must be flexible.

Bus Shelters

- Cost is \$120 per year. Sign dimensions are 24" x 36" or 60.96cm x 91.44cm.

All prices are subject to applicable taxes.





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1.21 TRANSIT BUS ADVERTISING (For Non-Profit Organizations)

PURPOSE

To provide an opportunity for non profit groups whose services and works benefit children and families to advertise on the alternate bus (currently runs to Williams Lake 3 days/week), transit bus (locally run bus) and within the bus shelters. These groups could include, but not be limited to, representation from sports, education, arts and culture, tourism, health, heritage, historical and environmental.

POLICY

9. The District will post a notice in the local newspaper(s) seeking expressions of interest to advertise.
10. Upon deadline for submissions, the Corporate Officer will review written requests and give approval to the organization(s) that meet(s) the criteria listed below. Bus shelter and transit bus advertising will be considered for non-profit organizations, however preference will be given to profit organizations that pay for such advertising.
11. Advertisements accepted for display on the transit bus shall conform to the standards and limitations set by the BC Transit Corporate Policy Statement.
12. The Corporate Officer or Administrator will draw up a contract agreement which will be for an advertising period of six months at any one time, for the period January 1st to June 30th or July 1st to December 31st.
13. The District reserves the right to reject any advertisement that it considers to be of questionable taste, or in any way offensive in the style, content or method of presentation, or which is likely, in the light of prevailing community standards, to cause offence to any person or group of persons or create controversy.
14. The District will not be responsible for lost or stolen signage.
15. The applicant will pay for the full cost of the sign and be permitted to have signage in the bus shelter at no cost.



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Alternate Bus (currently runs to Williams Lake 3 days/week)

- Outside: Sign dimensions are 21" (w) x 70" (h) or 53.34 cm x 177.8 cm and must be weather resistant.
- Inside of either bus: Sign dimensions are 11" (w) x 17" (h) or 27.94 cm x 43.18 cm and sign must be flexible.

Transit Bus (locally run)

- Outside: Sign dimensions are 18" (w) x 60" (h) or 45.72 cm x 152.4 cm and must be magnetic.

Bus Shelters

- Sign dimensions are 24" (w) x 36" (h) or 60.96 cm x 91.44 cm.

CRITERIA:

1. All advertisements must comply with the laws, statutes, regulations and bylaws in force in the Province of British Columbia and the District of 100 Mile House.
2. All advertisements shall be limited to those which communicate information concerning goods, services, public service announcements and public events.
3. The District shall not endorse any product, service, cause, proposition or thing.
4. Any advertisements shall not advocate or oppose any ideology or political philosophy, point of view, policy or action, or which conveys information about a political meeting, gathering or event, a political party or the candidacy of any person for a political position or public office.
5. All advertisements shall be of moral and reputable character, free of any demeaning, derogatory, exploitative or unfair comment or representation of any person or group of persons, or any such comment or representation based on race, colour, ancestry, place of origin, religious affiliation, sex, sexual orientation, disability, age, marital or family status.

