



BULLETIN ADVERTISING POLICY

Department	Administration		
Adopted by Council	August 18, 2025	Resolution Number	
Revised by Council		Resolution Number	

PURPOSE

- 1.1 The purpose of this Policy is to outline the guidelines for accepting and managing Advertisements in the Hudson's Hope Bulletin.
- 1.2 The Policy aims to ensure that Advertisements are appropriate, fair, and consistent with the District's community standards and legal requirements.

DEFINITIONS

- 2.1 In this Policy:
 - a. **Advertiser** means an individual, business, organization, non-profits, or entity submitting an Advertisement for publication in the Bulletin;
 - b. **Advertisement** means the content submitted by the Advertiser to promote, sell, or inform the community about products, services, events, or other offerings;
 - c. **Bulletin** means the monthly publication that the District distributes to the community;
 - d. **Bulletin Editor** means the individual responsible for reviewing, accepting, or rejecting Advertisements and determining their placement within the Bulletin;
 - e. **Prepayment** means the full payment of advertising fees required before an Advertisement is published;
 - f. **Skip** means a temporary suspension of a scheduled Advertisement, as requested by the Advertiser; and
 - g. **District** means the District of Hudson's Hope.

POLICY

- 3.1 The District will accept Advertisements for inclusion in the Bulletin, subject to the terms outlined in this policy.

Types of Advertisements

- 3.2 The Bulletin Editor will accept various types of Advertisements, including:
 - a. **Commercial Advertisements:** Business services, products, or promotions;

- b. **For Sale/Buy:** Advertisements where individuals or entities are looking to sell or purchase a product or service;
- c. **Non-profit notices:** Announcements related to Hudson's Hope community events, fundraisers, or meetings; and
- d. **Resident celebrations and notices:** Announcements related to residents, such as weddings, births, significant anniversaries, and memorials.

Submission Deadlines and Content

- 3.3 Advertisers must submit their submissions to the District before the 21st day of the month preceding publication.
- 3.4 All Advertisement designs or proposals must be submitted for approval.

Content Restrictions

- 3.5 Advertisements must comply with this policy.
- 3.6 The Bulletin Editor reserves the right to reject or restrict Advertisements that are deemed to be inappropriate, including Advertisements that contain:
 - a. Sexually explicit material
 - b. Hate speech or discriminatory language
 - c. Profanity or offensive language
 - d. Tobacco, illegal drugs, or related paraphernalia
 - e. Firearms, weapons, or violence
 - f. Illegal activity or violations of any law

Advertising Fees and Payment

- 3.7 The District requires Prepayment before any Advertisements will be published.
- 3.8 If full payment is not received by the publication deadline, the Advertisement will be removed from the Bulletin.
- 3.9 Fees are outlined in the District of Hudson's Hope Fees and Charges Bylaw.

Subscription and Skips

- 3.10 Advertisers have the option to purchase a 6-month or a one-year subscription at a reduced rate.
- 3.11 Advertisers who purchase a 6 month are entitled to one skip per subscription and those who have a 1-year subscription and entitled to two skips per subscription.
- 3.12 Skip requests must be submitted to the Bulletin Editor by the 20th of the month preceding the publication date.
- 3.13 Failure to notify the Bulletin Editor of a Skip request will result in the Advertisement being published as scheduled or omitted if no Advertisement is provided.

Advertising by Liquor and Cannabis Licensees

- 3.14 The Bulletin does not accept advertising that promotes the sale or consumption of liquor or cannabis products.
- 3.15 Limited references to alcohol or cannabis may be permitted in the context of event promotion (e.g. “licensed event” or “cannabis education session”) provided that the advertisement does not feature prices, discounts, brand logos or calls to consume liquor or cannabis.
- 3.16 It is the responsibility of licensees to ensure their Advertisements meet all relevant legal requirements for both liquor and cannabis products.

Placement of Advertisements

- 3.17 The placement of Advertisements within the Bulletin will be determined by the Bulletin Editor, based on available space and the nature of the content.
- 3.18 The Bulletin is printed on legal sized paper folded short side. Advertisement dimensions are as follows:
- a. ¼ page = 3” Wide x 4” Tall
 - b. ½ page = 6” Wide x 4 “ Tall
 - c. Full page = 6” Wide x 8” Tall

Non-Profit Organization and Resident Advertising

- 3.19 Non-profit organizations may advertise Hudson’s Hope events, fundraisers, and meetings free of charge.
- 3.20 Hudson’s Hope residents may advertise weddings, birth announcements, anniversaries and memorials free of charge.
- 3.21 These complimentary Advertisements are limited to combined total of one page per issue, which may be configured as one full page, two half pages, or four quarter-page Advertisements.
- 3.22 Despite Section 3.21, space permitting, the Bulletin Editor may accommodate up to two free pages per issue for local non-profits.
- 3.23 Should additional space be available, non-profit groups have the option to purchase more advertising pages. The Bulletin will prioritize equitable space allocation to ensure all groups have an opportunity to be featured.

Additional Information

- 3.24 The minimum font size for all Bulletin Advertisements is set to 12 to ensure accessibility and readability.
- 3.25 Each issue it limited to a total of 44 pages, based on printing capabilities.