

## Preamble:

To provide a framework for advertising sales in the annual Pride Guide.

## Policy Statement:

The annual Pride Guide provides the community and general public a one stop shop for all information pertaining to the annual Pride Festival. The guide also provides an opportunity for business and organizations to reach the local LGBTTQ\* community through an advertisement placement. These advertisements also assist with paying for the Pride Guide thus lessening the financial burden to the organization. Care must be taken when accepting advertisement and a balance needs to be struck between advertisement and content.

## Procedures:

1. The annual Pride Guide advertisement prices will be determined during the annual budget planning process.
2. Responsibility of selling advertisement space in the Pride Guide will be assigned to an individual during the annual Pride Guide planning.
3. Official partners of Pride Winnipeg may be offered complementary advertisement by the Partner Relations Director. The Partner Relations Director has the authority to offer complementary space up to a total of 15 pages. After that point the Partner Relations Director must seek approval from the person responsible for advertisement sales prior to offering more complementary advertisement to partners.
4. A rate card will be made available each year. The rate card will include the following information:
  - a. Pride Week dates.
  - b. Ad size options and associate prices.
  - c. Accepted ad formats.
  - d. Ad submission deadline
  - e. Contact information for person responsible for ad sales.
5. The advertisement to content ratio should remain at 40:60 for the Pride Guide.
6. Advertisement space cancellations must be submitted in writing before the advertisement deadline. Cancellations submitted after the advertisement deadline will not be accepted and the organization that placed the order will still be required to pay for their space.
  - a. This rule may be waived by the person responsible for advertisement sales.
7. Advertising restrictions:
  - a. We will not accept advertisements promoting events during the closing Pride Weekend (Friday – Sunday) unless the event promoters are affiliated with an official partner of Pride Winnipeg.
    - i. Note this rule does not apply to community event listings.
  - b. Official community events that are in conflict with another official community event or signature Pride Winnipeg event will not be able to purchase advertisement space.
  - c. The advertisement contains content that goes against the principals and values of Pride Winnipeg.

- d. The advertisement contains offensive content.
- 8. Advertising restrictions may be waived by the Vice-President, Communications and Marketing.

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