



## **VRCA Advertising Policy within the Community of VR:**

The Valley Ridge Community Association provides space for signage above the Ice Rink Boards for the purpose of advertising.

**PURPOSE:** To provide guidelines for the Valley Ridge Community Association (herein called “the VRCA BOARD”), and the VRCA Board regarding advertising in the community.

### **POLICY:**

#### **1 Advertising Costs**

- 1.1 Ad space will be sold on a first come first serve basis.
- 1.2 Any increases to advertising rates will be provided to current advertisers at a minimum of 6 months advance notice.
- 1.3 Advertising shall appear printed only.
- 1.4 The cost of design, manufacturing and installation of the printed advertisement is the responsibility of the advertiser. The Board charges \$200 for the creation of the sign.
- 1.5 Placement and position of any ads in the community cannot be predetermined and is solely at the discretion of the VRCA Board.
- 1.6 Payment for advertising must be received prior to ad publication and installation. Payment shall be made by cheque, payable to the VRCA, or online at [www.vrca.community](http://www.vrca.community)
- 1.7 At this time, the VRCA Board accepts 1 rink board sign (**max size 4 ft x 8 ft**) only, for a cost of \$500 from October 1- September 30 (the "Term"). The advertising board is refreshed only in the Fall.
- 1.8 The advertiser is responsible for removing the sign at the end of the term. VRCA Board will charge the customer \$60.00 for removal of the sign if the customer is delinquent in its removal, \$5.00 per day will be charged for the storage of the sign, up to a maximum of 14 days, at which time the sign will be disposed of.
- 1.9 The sign shall not become the property of the VRCA Board, and the VRCA Board shall not bear any responsibility for repairs or maintenance thereto. If the VRCA Board determines the appearance of the sign has deteriorated prior to the expiration of this contract, the VRCA Board reserves the right to remove the sign and request the Advertiser to replace the sign at the sole cost of the Advertiser.



## **2 Political and Ethical Advertising**

2.1 The VRCA Board reserves the right to refuse any material submitted to the VRCA Board and the right to space allocation. The VRCA Board has the right to refuse any advertising that may be seen as prejudicial, controversial or what it determines is not in alignment within the vision of VRCA.

The VRCA Board will not include political advertising for the purposes of civic, provincial or federal electoral campaigns.

2.2 Publication of any advertisement, notice or announcement in the community does not constitute endorsement or knowledge of the product or service by the VRCA Board.

2.3 After approval and placement; if for any unforeseen reason the advertising creates negative reaction from the community or negative media exposure from the public at large, it will be removed at owners cost.

2.4 Advertising must comply with the Canadian Code of Advertising Guidelines (The Code)

2.5 Advertising must comply with the governing body of the advertisers ( eg college of pharmacy, AGLC, RECA, Canadian Medical Associations, etc.)

## **3 Advertising Material Formats**

3.1 Ad material shall be provided properly sized and ready for publication and installation. Any ad material not provided in the proper size may be refused publication.

3.2 Ad material is to be emailed to [president@vrca.community](mailto:president@vrca.community) in preparation for review by the VRCA Board.

3.3 Ad material is subject to approval by the VRCA Board and may be edited at the sole discretion of the Board.

## **4 Procedures**

4.1 All advertisements submitted must be approved by the VRCA Board.

4.2 If advertising space is at capacity, a waiting list will be created. The existing advertisers will be given an opportunity to renew, if the VRCA Board is informed 90 days prior to the end of the Term.

4.3 These advertising policies are subject to change by the VRCA Board at any time.

Acknowledge on the following page:

The VRCA Board approved this advertising policy on 17 July, 2019.

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Email [president @vrca.community](mailto:president@vrca.community) if interested in advertising within Valley Ridge.