

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 Winnipeg Festival. The guide also provides an opportunity for business and organizations to reach the local GSRD 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. Pride Winnipeg Festival may offer complementary advertisement to sponsors and other organizations, if available advertising space permits.
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. Pride Winnipeg Festival reserves the right to restrict advertisements that goes against the principals and values of the Pride Winnipeg Festival and/or advertisement contains offensive content.

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