



Newspaper advertising

One of several communication tools used to inform and educate



Communications coordinates advertising *to*:

- ensure consistency and quality
- negotiate volume rate
- investigate trends and make adjustments



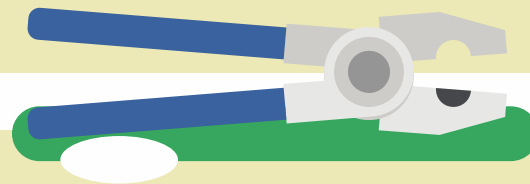
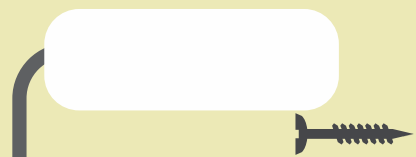


Changes in 2011

- standards, guidelines, layout
- County banner
- digest of news and dates

New in 2012-13

- public engagement template



Where *do we* advertise?



	<i>total spent (in thousand dollars)</i>	<i>total ads</i>	<i>Sherwood Park News</i>	<i>other newspapers</i>
2015	\$252	1021	932	89
2014	\$242	906	831	70
2013	\$224	994	924	70

Others include: Fort Record, Lamont Leader, Country Asides, Farm N Friends

40%
information

26%
promotion

* Good portion of legally
required ads covered by
application fees

Why do we advertise?

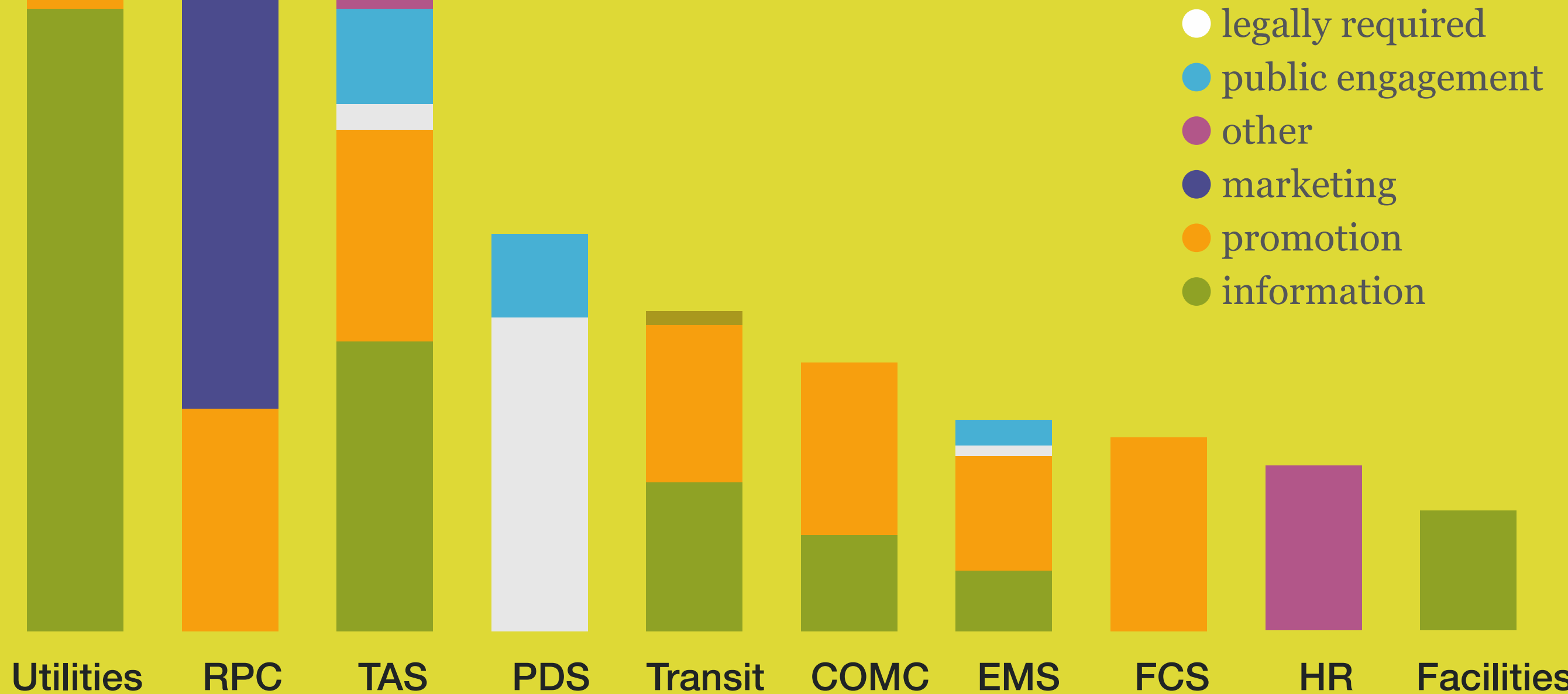
11%
marketing

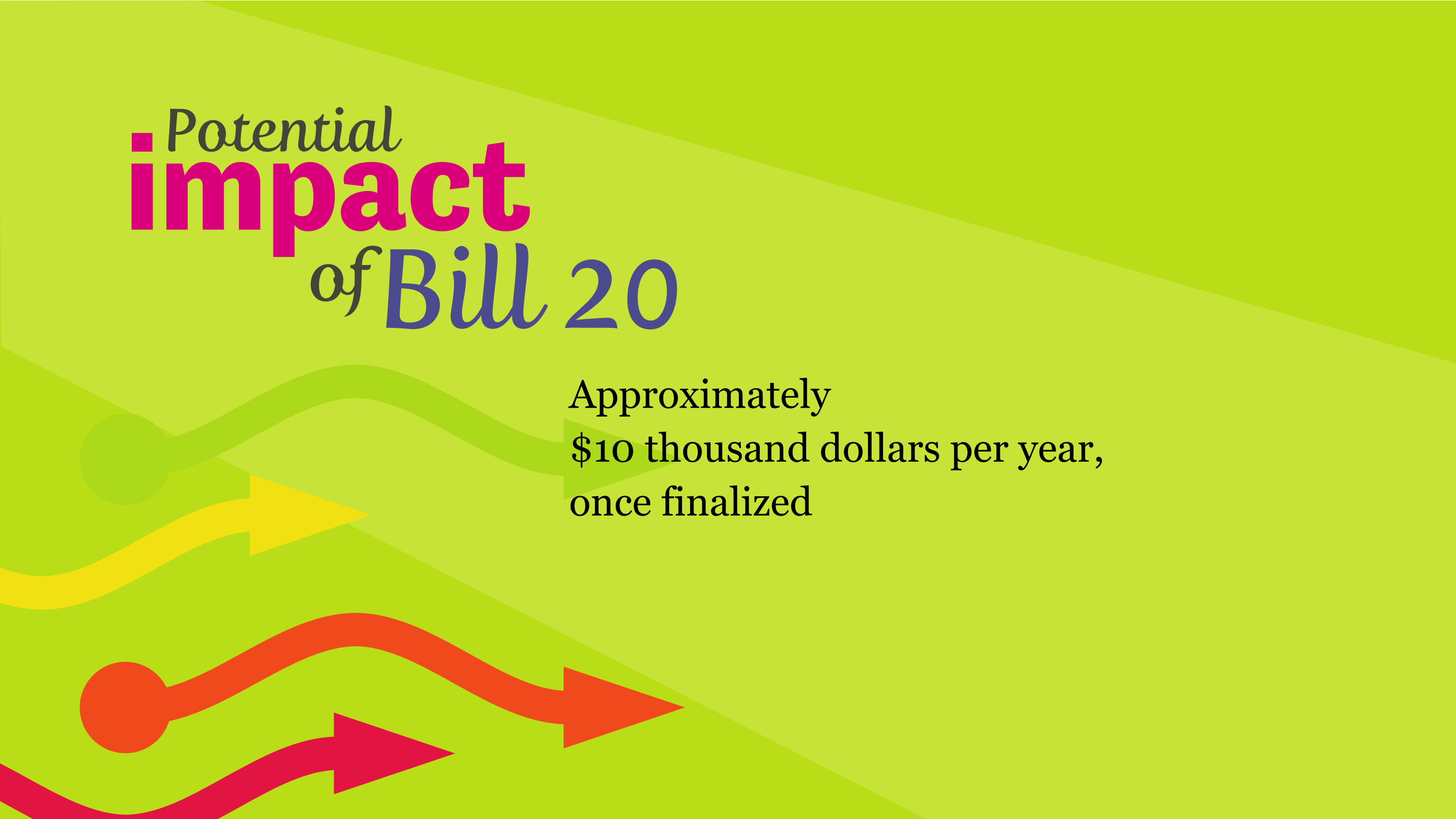
10%
legally
required*

7%
public
engagement

6%
other

Top 10 advertisers





Potential **impact** *of Bill 20*

Approximately
\$10 thousand dollars per year,
once finalized