



Enriching Lives & Connecting Communities

Advertising

Community Relations
Policy No. 13010

Revision Date: November 18, 2013

Policy Statement

The Richland County Recreation Commission may advertise or accept outside advertisements. This policy includes guidelines about the use of advertising.

The Community Relations Department is responsible for managing the development, placement and approval of all external and internal advertising for the Richland County Recreation Commission.

EXTERNAL ADVERTISING

External advertising refers to any advertising from a commercial, government, community, academic, social, charitable or other external organization being placed in RCRC communication media, including publications (such as the Game Plan, annual report, newsletters, flyers), websites, and outdoor.

1. The purpose of this policy is to insure that advertising:
 - Compliments RCRC branding principles and does not devalue the RCRC brand or image.
 - Does not contain information of a competitive nature to the RCRC.
 - Does not place RCRC in a divisive moral or ethical position.
 - Does not include information of a political nature.
 - Does not include any forms of advertising promoting discrimination based on race, color, religion, political convictions, national origin, gender, disability, sexual orientation, gender identification or age.
 - Does not include content which is obscene, offensive, defamatory, racist or sexist or which would bring RCRC into disrepute.
 - Contains up-to-date information.
 - Does not mislead or deceive in any way.
 - Does not breach any law or invade the rights or privacy of any person.

2. The Richland County Recreation Commission reserves the right to accept, reject or remove any advertising at its sole discretion.
3. The patron/participant lists acquired by RCRC, which are kept and managed by each facility, shall under no circumstance be made available to other parties.
4. Unless approved by the Community Relations Department, RCRC facilities are not open to outside posting or advertising of any kind. Only approved publications may be distributed at RCRC facilities.
5. Staff and program sponsors may take pictures of RCRC events.
6. All RCRC advertising materials, (flyers, banners, etc.), including but not limited to radio, TV, PSA's, social media must be approved by the Community Relations Department.
7. Advertising materials will be confined to designated bulletin boards on a space available basis.
8. No advertising materials will be posted for more than a week prior to the event and will be removed immediately following completion of the event.
9. No personal needs or items for sale will be posted at RCRC facilities.
10. All materials must display the name of the sponsoring organization.
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FEE SCHEDULE

1. The pricing structure for all external advertising is set by the Community Relations Department with the approval of the Executive Director. Details of the pricing structure are subject to regular review. Such pricing structure will define the size and placement cost structure for all RCRC publications.
2. The fee schedules may allow for differential fees to be set for different kinds of advertisement; for instance, commercial firms or commercial offers may be charged at different rates than non-commercial firms or non-commercial offers. In certain cases, advertisements may be published free of charge through the media of the Richland County Recreation Commission.

INTERNAL ADVERTISING PROCEDURES

In order to insure that advertising does not infringe on any of the points listed above and has the maximum benefit for RCRC, a formal process for internal advertising sign-off has been established. All internal advertising submissions need to:

1. Be presented to the Community Relations Department and include a completed advertising request form from the proposed advertiser.

2. Contain information specifying the name and nature of the advertising organization, its advertising requirement including media and length of exposure, the content, design and purpose of the advertising.
3. Be endorsed by the supervisor of the specific area.

EXTERNAL ADVERTISING REQUIREMENTS

Advertisers will be required to adhere to the following guidelines:

1. Billing addresses must be street addresses. Billing to P.O. Boxes or Mail Services is unacceptable.
2. All ads are subject to credit approval.
3. Advertisers must provide ads in a camera-ready digital format.
4. Advertisers must sign off on the ad proof. RCRC will not be responsible for errors in an ad after the advertisement appears.
5. RCRC accepts no liability or responsibility for the failure to insert an advertisement regardless of the cause.
6. A copy of this policy should be attached to all advertising contracts and become a binding part of the contract.

OUTDOOR ADVERTISING

1. No outdoor advertising will be permitted in forms that may interfere with or physically harm human or motor traffic, and must be approved for placement by the Director of Safety and Security .
2. At no time shall any advertising material be distributed or circulated in parking areas or walkways adjacent to RCRC facilities.
3. No outdoor advertising will be permitted that interferes with nature.

ADOPTED BY RICHLAND COUNTY RECREATION COMMISSION BOARD

BOARD MEETING DATE: November 18, 2013
(Date Approved)

APPROVED: J. Marie Green
J. Marie Green, Chair

For more information about this policy, contact the Executive Department.