

## TOWN OF STETTLER

Prepared by: Corporate Services Committee    Number: XIV-1(a)  
Adopted by: Town of Stettler Council    Original Policy: 1988 06 21  
Previous Policy: 1996 06 18  
Current Policy: 2003 01 07  
Internal Revision – only minor  
adjustment from last policy

Title:                    **Public Relations Advertising**

Purpose:                To establish a guideline for approving advertising of a public relations nature for both the print and radio media.

Policy Statement:    The Town of Stettler will, on an annual basis, authorize up to a maximum of \$100.00 for the advertising of Fire Prevention Week.

Advertising in the Travel Supplement is authorized to a maximum of \$750.00 per year.

Advertising in the Alberta Prairie Steam Tours brochure to a maximum of \$600.00 per year.

Both of the above-cited advertising items will be budgeted under its respective department budgets.

All other advertising requests, of a third party public relations nature, may be approved on an individual basis by the Town Council.