



City-Wide Advertising Approach

Edmonton

Setting the Context

The City relies on two types of Advertising:

- General advertising (managed by Communications and Engagement)
 - Campaigns or Initiatives
 - Changes in programs or services
 - Notifications new initiatives
 - General awareness
- Legislative advertising
 - As directed by the Municipal Government Act
 - As directed by other legislation

Shifting Landscape - Municipal Government Act Changes

- The Municipal Government Act (MGA) was revised in 2017, allowing for alternative advertising methods
- The City passed the Public Notification Bylaw 18826 on October 7, 2019 to align with the MGA changes
- Certain acts such as the Expropriation Act have not been amended and still require public notification in a newspaper of general circulation

Aligning to the Current Context

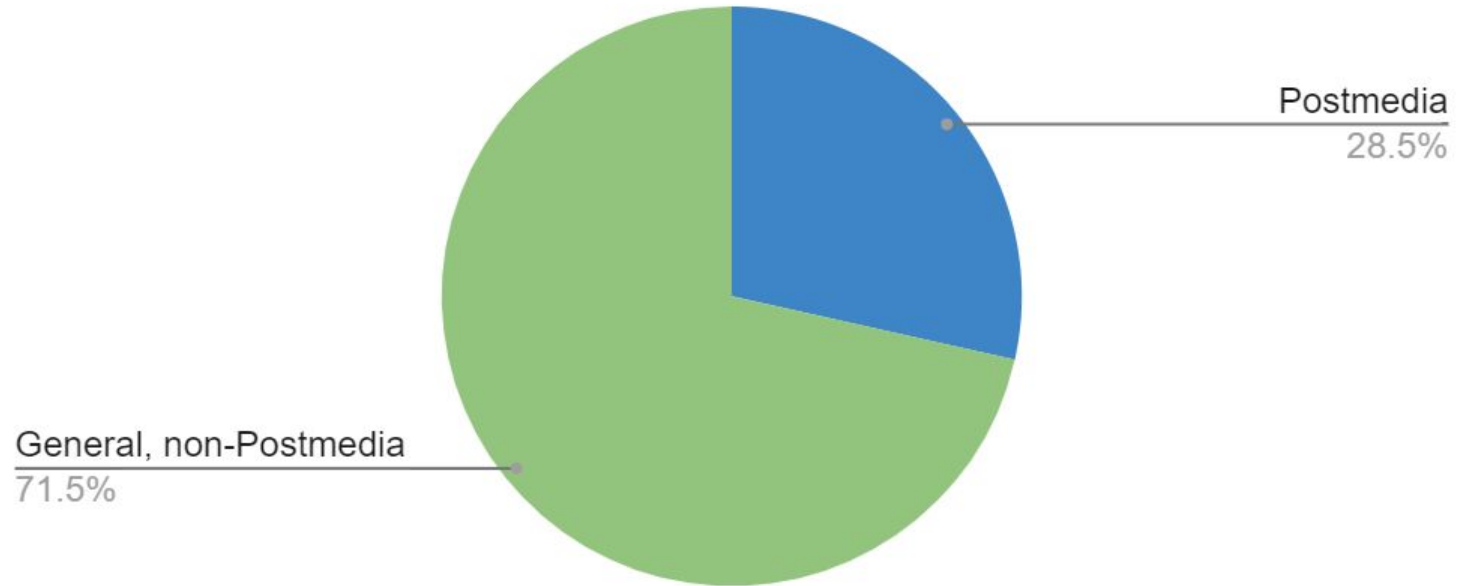
- Enhanced web presence for planning applications by ward
- Development of a public notification tool for residents to receive push notification on items of interest
- Amended the zoning bylaw
- Public Notification Bylaw returning to Council in December for a further amendment

General Advertising

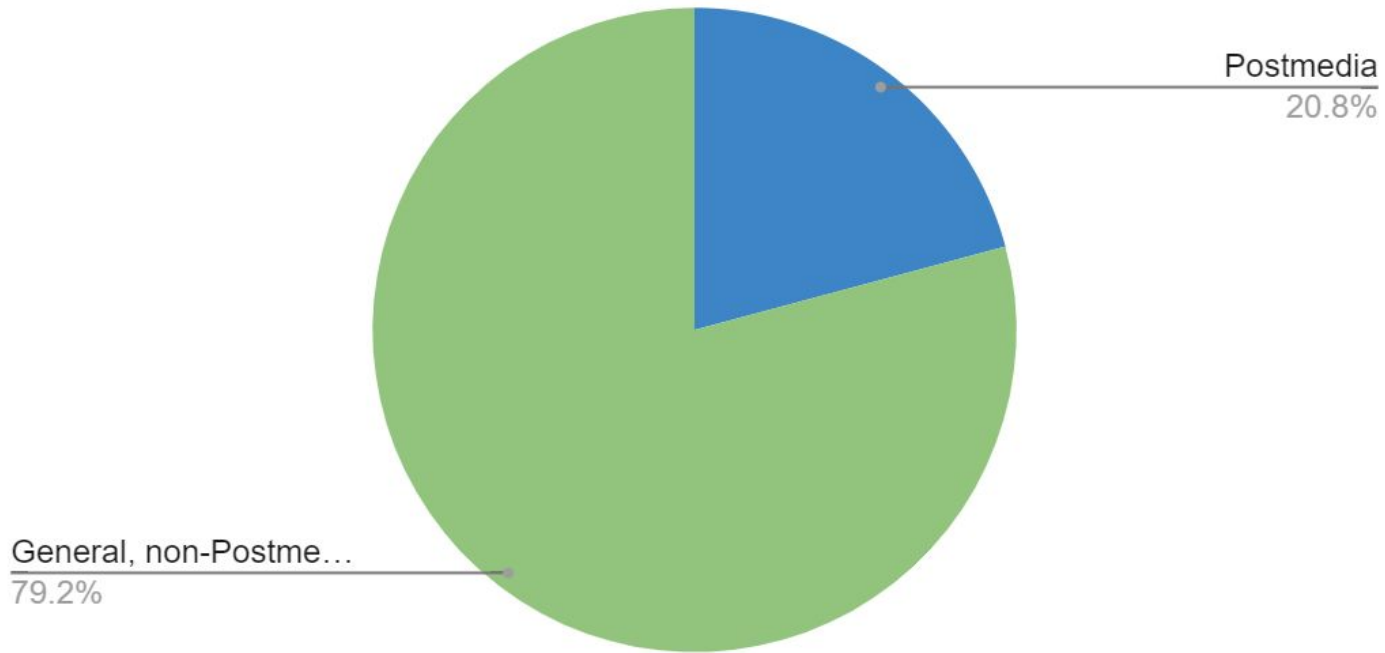
- City uses a centralized advertising approach managed by Communications and Engagement
- Administration has the flexibility to employ a variety of advertising methods
- This centralized approach is evolving and one of the outcomes is consideration of ethnic and non-traditional local media

Overall Advertising Spend - 2020

2020 Advertising



Overall Advertising Spend - 2019 to 2021*



*YTD plus estimate for balance of year

Postmedia Spend - Contract Maximum vs Actual

Postmedia 3yr Contract vs Actual 3 yr Spend



*YTD plus estimate for balance of year



Thank you



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