



POLICY 1.6 ADVERTISING

Department: Administration

Date Approved: April 19, 2013

Rescinds:

Board Res. No: 063/04/19/13

PURPOSE:

To have an effective advertising procedure in order to inform the community of the Company's activities.

SCOPE:

An effective advertising policy is necessary in order to ensuring that the community is informed of the Company's activities.

POLICY:

1. The Company will consider the most cost effective method of advertising in every case.
2. Advertisements may be placed on the Company webpage, in the local newspaper (Record Gazette), and on the local radio stations, or a combination of any or all of the aforementioned.
3. Whenever possible, advertisements will be placed to ensure at least one week's notice of an advertised event.
4. The General Manager will determine when advertisements are necessary.



Chairman



General Manager