



To: Board of Parks and Recreation
From: Mark Heintz – Director of Parks and Recreation
Date: December 20, 2022
Re: Advertising Policy

Background:

Munster Parks and Recreation offers several advertising opportunities. These include, but are not limited to, advertising in the seasonal parks and recreation guide and banners in select park locations. These ads generate alternative revenue to help the department operate. In 2021, more than \$25,000 was brought in through advertisements.

Having an advertisement policy in place is a best practice. The policy would be used as guidelines to ensure that all advertisements are the types of ads that would be intended as appropriate by the Board.

Recommendation:

Staff is recommending the approval of the advertising policy as presented.

Town of Munster
Parks and Recreation department
Advertising Policy

Conditions and Contract Regulations

1. Advertising opportunities are extended to any local, national, or international business, non-profit agency and government agency that have or wish to have a presence in the Town of Munster. Subject to the Town of Munster's Parks and Recreation department's advertising policy, contracts will be accepted on a first-come, first-served basis.
2. Advertising opportunities will not be extended to any organization whose mission or goal conflicts with the Town of Munster Parks and Recreation department's mission statement. The Town of Munster Parks and Recreation department values and promotes accessibility, excellence, optimal experience, unity through diversity, wholesomeness, and accountability.
3. The Town of Munster's Parks and Recreation department reserves the right to refuse any advertising from organizations or companies that offer competing programs and/or facilities.
4. The Town of Munster's Parks and Recreation department is a municipal department created by state authority and authorized for the purpose of providing parks and recreation facilities and as such does not support any one political party or viewpoint. Therefore, the Munster Parks and Recreation department will not accept political advertising of any kind.
5. The Town of Munster Parks and Recreation department reserves the right to revise, reject or omit any ad at any time without notice. Any camera-ready advertising submitted that does not conform to the publication's mechanical requirements will be enlarged, reduced, or floated at the discretion of the marketing staff. The Town of Munster Parks and Recreation department shall not be responsible for damages if an advertisement fails to be published for any reason.
6. The Town of Munster Parks and Recreation department reserves the right to determine and/or change the placement of ads without notice.
7. Advertisers and advertising agencies are liable for all content of advertisements (including copy, representation, and illustrations) and shall indemnify and save harmless the Town of Munster, without limitation against, for any and all claims made thereof against losses sustained by the Town of Munster, its Elected Officials, Appointed officials, Board members, employees and volunteers.
8. The advertiser and its agency, if there is one, each represent that they are fully authorized and licensed to use: 1. The names, portraits, and/or pictures of living persons; 2. Any copyrighted or trademarked materials; and 3. Any testimonials contained in any advertisement submitted by or on behalf of the advertiser and published in any of the Town of Munster Parks and Recreation department publications, and that such advertisement is neither libelous or defamatory, an invasion of privacy, or otherwise unlawful to a third party. The advertiser and its agency each agree to indemnify and save harmless the Town of Munster against all losses, liability, damage and/or expenses arising from the copying, printing, or publishing of any such advertisement.
9. No conditions printed or otherwise, appearing on contracts, orders, or copy instructions, which conflict with the Town of Munster policies, will be binding on the Town of Munster.
10. The Town of Munster Parks and Recreation department shall not be responsible for any damages caused by acts of God, fires, strikes, accidents, or other occurrences beyond the control of the publisher or the Town of Munster Parks and Recreation department.
11. Any drawings, artwork, and copy submitted for reproduction are accepted at the risk of the advertiser. Credit for errors shall be at the Town of Munster Parks and Recreation department's sole discretion and is limited to first insertion and shall not exceed the cost of space in which errors occur. No allowance is granted for errors that do not materially affect the value of an advertisement.
12. Failure to fulfill contract terms for multiple insertions will result in additional charges equal to the discount allowed.
13. The Town of Munster Parks and Recreation department will not return any items submitted for advertising, unless otherwise mentioned.

Rate Protection

The Town of Munster Parks and Recreation department reserves the right to revise advertising rates. However, this will not affect existing signed and written advertising agreements. All advertising placed without a signed advertising agreement is subject to the rates that apply at the time of publication.