



## BADDECK AREA BUSINESS AND TOURISM ASSOCIATION ADVERTISING CONTENT AND APPROVAL GUIDELINES

The following outlines our standards and guidelines on acceptable advertising appearing on BABTA's advertising channels.

BABTA provides advertisers with a commitment to quality service and attempts to ensure that the advertising appearing on our advertising channels is honest, truthful, accurate and fair; and takes into account the community context and the community's standards of acceptability in advertising.

- All advertising creative is subject to review and approval by BABTA prior to publication on our advertising channels. We reserve the right to not accept advertising if, in our opinion, the advertising does not meet our standards of acceptance.
- The views and opinions expressed in advertisements on our advertising channels do not necessarily reflect the views and opinions of BABTA.
- If needed, we will work with our advertisers to adjust the creative, in order that it meets our advertising standards. We will offer direction on the creative content and/or presentation, not the underlying advertising message itself.
- Given that advertising is displayed in and is visible by all passersby in the communities we serve, as part of our commitment to provide quality and responsible service, we submit all advertising to a high degree of pre- and post-publication review.
- Advertisers are solely responsible to ensure their advertising creative, content, images, and branding comply with all trademark, copyright, patent and/or intellectual property laws in force in Canada.
- Advertisement should not include language, symbols, illustrations or images (real, fanciful, cartoonish or lifelike) that are likely to be offensive to a significant segment of the population in the markets which we serve; or use graphic sexual language or depict sexual or body images, nudity or semi-nudity displayed in a sexual manner, cartoon images of sex acts or silhouettes depicting sexual activity.

- Advertising must comply with and not contravene the Canadian Code; and must not:
  - Condone any form of personal discrimination, including that based upon race, national origin, religion, sex or age;
  - Appear in a realistic manner to exploit, condone or incite violence; nor appear to condone, or directly encourage, bullying; nor directly encourage, or exhibit obvious indifference to, unlawful behaviour;
  - Demean, denigrate or disparage one or more identifiable persons, group of persons, firms, organizations, industrial or commercial activities, professions, entities, products or services, or attempt to bring it or them into public contempt or ridicule;
  - Undermine human dignity; or display obvious indifference to, or encourage, gratuitously and without merit, conduct or attitudes that offend the standards of public decency prevailing among a significant segment of the population.

## Advertising Rates for 2026/2027

### **Digital Sign**

Summer Season (May 1 to October 31)                      \$500 plus taxes (Not for Profit \$350 plus tax)

Winter Season (November 1 to April 30)                      \$275 plus taxes (Not for Profit \$195 plus tax)

(Includes one file change per season. File sizes must be 1080 x 1920 px and in either JPEG or PNG format. Files must be sent to babta.treas@gmail.com)

### **Visitor Centre Posters**

For season duration (mid June – mid October)                      \$300 plus taxes = \$342

Includes space for one 2 ft wide by 3 ft tall poster posted in the Visitor Centre. Spaces limited. Express interest by emailing babta.treas@gmail.com

### **Visitbaddeck.com Featured Banner**

Summer season (May 1 to October 31)                      \$1000 plus taxes

Winter season (November 1 to April 30)                      \$550 plus taxes

Includes prominent Home Page ad on visitbaddeck.com with link to business website. One file change available per season. File size must be 1920 x 1080 px and in JPEG or PNG format.