

Centralized Advertising Service



Communications PEI



Highlights

- All on-Island government **'paid'** advertising will be administered and funded by Communications PEI.
- Advertising includes public notice, public awareness, procurement and public service advertising in both print and broadcast.
- **All line departments and agencies** are affected.
- Departments will have an advertising allotment with Communications PEI.
- Booking, billing and invoice payment will be administered through Amanda (IIS) and Jenna (MMS).
- Monthly "Statements of Account" will be circulated to departments.

The Process

The image features a large, abstract graphic. The top portion is a vibrant red, while the bottom portion is a solid grey. A wavy, white line separates the two colors, creating a sense of movement or a transition. The text 'The Process' is written in a bold, black, sans-serif font, centered within the red area.

- Step 1
- **Department, in consultation with Communications Officer,** determines that paid advertising is required to support an initiative/event/activity/program.

- Step 2
- **Department, in consultation with Communications Officer,** outlines/documents an advertising plan for the initiative /event /activity /program — media choices, advertising schedule (dates), production requirements (print ad design, radio/tv commercial production etc.).

- Step 3
- **Department/Communications Officer** completes an Advertising Requisition form and submits it with final, approved ad copy/script to Creative Services, Communications PEI for processing.
Department/Communications Officer to forward copy/script to **Translation Services** as required.

- Step 4
- **Department, in consultation with Communications Officer,** reviews and signs off an Advertising Production Proof on artwork / broadcast spot.

- Step 5
- **Communications PEI (Amanda/Jenna)** will book the media space, confirm ad costs/insertion and arrange for delivery of the advertising material to the media outlet.

- Step 6
- **Communications PEI (Amanda/Jenna)** will receive and reconcile all invoices (with 'proof of performance') against original booking/LPO's and process for payment.

- Step 7
- **Communications PEI** will enter advertising expenditures into Oracle (by media outlet and department) and monthly tracking reports will be issued reflecting deductions against initial department allocations.

Advertising Requisition

The Advertising Requisition Form

- Similar to the Document Publishing Centre's Printing Requisition Form
- Fillable .pdf is available from Amanda DesRoches and has been posted to the Communications PEI Community on the InSite Portal

Prince Edward Island CANADA

Advertising Requisition

Speak to your Communications Officer to confirm specifications of your advertisement.

Department: Transportation and Infrastructure Renewal Ad Contact: Andrew Sprague

Printed Ad Request

Publication

Daily

Guardian
Issue date(s): _____

Journal-Pioneer
Issue date(s): Sat Mar 31

Other _____
Issue date(s): _____

Weekly

West Prince Graphic
Issue date(s): wed mar 28

Eastern Graphic
Issue date(s): _____

La Voix Acadienne
Issue date(s): wed mar 28

Other _____
Issue date(s): _____

Monthly

Voice for Island Seniors
Issue date(s): _____

The Buzz
Issue date(s): _____

County Line Courier
Issue date(s): _____

Northern Star
Issue date(s): _____

Island Farmer
Issue date(s): _____

Atlantic Post Calls
Issue date(s): _____

Penny Saver
Issue date(s): _____

Other _____
Issue date(s): _____

Section of Publication

Display Guaranteed Position

Classified Tender # _____

Copy/Text - Proofed, reviewed, spell checked

Black/White or colour

B/W Colour Spot (1) Full

Radio or Television Ad Request

Radio (attach plan)
 Ocean100/Hot105.5
 Magic93/CFCY/SpudFM

Television (attach plan)
 CBC Compass
 Eastlink onAds

Production Proof

Production Proof/ Approval Signature

- Confirms ad size/specs, media selection(s), dates the ad run, and cost to the department.
- Provides an e-document trail for the booking(s)
- Written sign-off is required by the department / communications officer to authorize the expenditure and approve final production piece.


Production Proof 12EG01-33781Public Forum Elmsdale
Created by: Sheri Coles
Date of Proof: March 7, 2012

Department: PEI Energy Corporation
Contact: Patti Devine/Dawn Larter/Mark Victor

Ad Name: **Energy Commission Public Forum**
Ad size: 5 col x 56 lines (Journal-Pioneer)

Run dates: Guaranteed positioning, Section A, Saturday, March 10 and Monday, March 12, 2012

PROOF #4

PEI ENERGY COMMISSION 

Energy Commission Public Forum – Rescheduled

The PEI Energy Commission has released a discussion paper and is now seeking public input to help develop our province's electricity future. The commission was established to examine the issues that impact the cost of electricity in the province. An important component of our work is consulting with Islanders to gather information and ideas that can be used to help develop recommendations to government.

Islanders are invited to engage in a facilitated conversation based on questions outlined in the discussion paper, *Charting Our Electricity Future*, available at www.peiec.ca.

Tuesday, March 13, 2012
6:30 to 8:30 p.m.
Elmsdale, Westisle Composite High School

Pricing - 276.50
GST - 13.83
Total - \$290.33
Booked w/ Sonya Ramsay

* Approval Signature: _____ * must be completed before booking
Approval Date: _____
LPO# _ 165186 _____

Monthly Reporting

Monthly “Statements of Account”

- Similar to “Printing Allotments with the Document Publishing Centre,” your Department will have an advertising allocation with Communications PEI.
- Advertising expenditures will be debited as ads are booked/paid.
- Oracle-based reports will be generated monthly
- If department’s annual allotment is spent prior to the end of the fiscal year, CPEI will bill back to the department for overages.