Centralized Advertising Service



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

- 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.
- Step5
- 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.
- Step7
- 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.

Communications PEI

Advertising Requisition

The Advertising Requisition Form

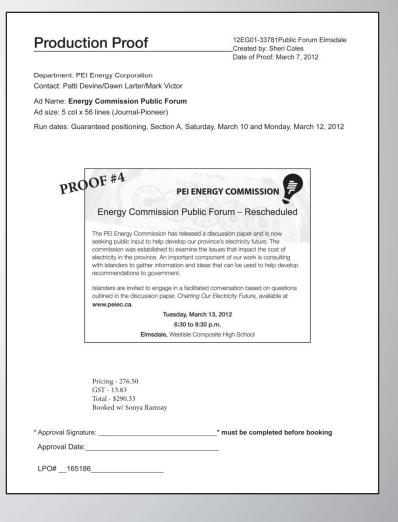
- Similar to the
 Document Publishing Centre's
 Printing Requisition Form
- Fillable .pdf is available from Amanda DesRoches and has been posted to the Communications PEI Community on the InSite Portal

Edward Adver	tising Requisition
CANADA	cations Officer to confirm specifications of your advertisement.
Department: Transportation and Infrastructure Renewal	Ad Contact: Andrew Sprague
Printed Ad Request	
Publication	
Daily	Monthly
Guardian	Voice for Island Seniors
Issue date(s):	Issue date(s):
Journal-Pioneer Issue date(s): Sat Mar 31	The Buzz Issue date(s):
Other	
Issue date(s):	County Line Courier Issue date(s):
Weekly	Northern Star
✓ West Prince Graphic	Issue date(s):
Issue date(s): wed mar 28	Island Farmer Issue date(s):
Eastern Graphic	Atlantic Post Calls
Issue date(s):	Issue date(s):
La Voix Acadienne Issue date(s): wed mar 28	Penny Saver
Other	Issue date(s):
Issue date(s):	Other
	issue date(s):
Section of Publication	Black/White or colour
✓ Display Guaranteed Position	✓ B/W
Classified Tender #	Colour Spot (1) Full
Copy/Text - Proofed, reviewed, spell	checked
Radio or Television Ad Reques	t
Radio (attach plan)	Television (attach plan)

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.



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.