

<b>Policy Title:</b>	Advertising		
<b>Category:</b>	<input type="checkbox"/> Institutional - Board	<input type="checkbox"/> Academic - Administrative	
	<input checked="" type="checkbox"/> Institutional - Administrative	<input type="checkbox"/> Employment - Administrative	
<b>Approved by:</b>	<input type="checkbox"/> Board	<input checked="" type="checkbox"/> President	
<b>Date approved:</b>	August 31, 2017	<b>Effective date:</b>	August 31, 2017
<b>Policy Sponsor:</b>	Associate Vice President, Institutional Advancement & Communications	<b>Date last reviewed:</b>	January 2019
<b>Date of Mandatory Review (expiry date)</b>	August 2024	<b>Date of last revision of Procedures</b>	January 2019

## 1 POLICY

1. Advertising to promote CMCC services, programs or materials offered either for sale or gratis, and advertising which is contained within CMCC publications or CMCC sponsored publications (print, digital and social media), sold, or provided in kind must adhere to the following. All advertising must:
  - a. be in accordance with the mission and vision of CMCC
  - b. be in accordance with the Ontario Human Rights Code, which prohibits discrimination because of age, sex, marital status, race, creed, colour, nationality, ancestry, or place of origin
  - c. not be detrimental to the image of CMCC or the chiropractic profession in any way, and clinic-related ads must confirm to College of Chiropractors of Ontario guidelines
  - d. be in good taste, i.e., nothing of a salacious or malicious nature may be printed
  - e. be presented in a professional manner
  - f. be approved by the, Associate Vice President, Institutional Advancement & Communications, and
  - g. adhere to CMCC’s Visual Identity Guidelines (available by request through the Division of Marketing and Communications).
2. Advertising purchased by CMCC or received in kind must adhere to the following:
  - a. The publication/website must have a proven track record of adherence to the principles set out in the Ontario Human Rights Code, and must have a privacy policy.
  - b. The publication/web site must not promote products that are illegal or could prove to be detrimental to the image of CMCC or the chiropractic profession.
  - c. CMCC’s website must not provide links to other sites that could cause reputational risk to CMCC or the profession, or which are in conflict with the vision or mission of CMCC.

3. Any CMCC related advertisement placed in a print or broadcast medium (including social media) must contain CMCC's crest or Nameplate logo.
4. CMCC's crest or Nameplate logo must be used in all CMCC videotape productions.
5. Exhibits and displays representing CMCC must display the crest and/or the Nameplate logo.
6. Student Advertising: All notices that pertain to student clubs or originate from the student body must adhere to Students' Council policy.
7. Internal Institutional Advertising: All notices that pertain to institutional events must include approval by the division or department which is promoting the event or activity, and must contain the date on which the notice must be removed.

## 2 PURPOSE

To provide employees and students with clear guidelines regarding all aspects of both internal and external advertising by the institution.

## 3 SCOPE

Students and employees.

## 4 INFORMATION AND COMPLIANCE PLANS

N/A

## 5 RELATED POLICIES (not a comprehensive list)

- CMCC Logo – Proper Use
- Media

## 6 DEFINITIONS

N/A

**New Policy Approved (date):**

Advertising (students) – May 15, 1999

**Policy Revision History (dates):**

Advertising and Publicity (internal) – March 3, 2000

Advertising and Proper Use of CMCC Logo – November 2000  
- June 10, 2004

Advertising - April 2005

Advertising by Students – April 2005

Advertising - August 31, 2017

-----END OF POLICY-----

## 7 PROCEDURES

1. All institutional and student notices may only be affixed to painted surfaces with masking tape.

**New Procedure (date):**

**Procedure Revision History (dates):**

April 2005

January 2019

## 8 ATTACHMENTS

None