



NEW BRUNSWICK PUBLIC LIBRARY SERVICE

Subject: Advertising in Libraries
Effective: October 2004
Revised: *January 2007*

1.0 PURPOSE

To establish minimum requirements for advertising agreements between the New Brunswick Public Library Service (NBPLS) or the New Brunswick Public Library Foundation (NBPLF) and external organizations.

2.0 APPLICATION

- 2.1 This policy applies to designated library representatives of NBPLS or NBPLF who are negotiating advertising agreements with external organizations.
- 2.2 This policy applies to library boards in their capacity to facilitate the identification of advertising opportunities for NBPLS or NBPLF.

3.0 DEFINITIONS

- 3.1 **New Brunswick Public Library Service (NBPLS)** refers to the provincial office, the regional offices, public and public-school libraries.
- 3.2 **New Brunswick Public Libraries Foundation (NBPLF)** refers to the organization defined under the [New Brunswick Public Libraries Foundation Act](#) and the employees designated to negotiate advertising agreements on behalf of NBPLF.
- 3.3 **Designated Library Representative** refers to an employee of the NBPLS or the NBPLF authorized to negotiate advertising agreements on behalf of NBPLS or NBPLF.
- 3.4 **Advertiser** refers to the individual and/or organization that is entering into an advertising agreement with NBPLS or NBPLF.
- 3.5 **Advertising / advertising agreement** refers to a mutually beneficial exchange whereby NBPLS and/or NBPLF receive financial benefits or in-kind value for allowing individuals and/or organizations to purchase space to promote their products and/or services.

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4.0 LEGAL AUTHORITY

[New Brunswick Public Libraries Act](#)

[New Brunswick Public Libraries Foundation Act](#)

5.0 GOALS / PRINCIPLES

- 5.1** Under the Canadian Library Association's Intellectual Freedom Position Statement, and La charte des droits du lecteur of the Association pour l'avancement des sciences et des techniques de la documentation, it is the responsibility of libraries to guarantee and facilitate access to all expressions of knowledge and intellectual activity, including those that some elements of society may consider to be unconventional, unpopular or unacceptable. To this end, libraries shall acquire and make available the widest variety of materials.
- 5.2** New Brunswick public libraries support, facilitate and encourage the development of mutually beneficial relationships between the library, the business community and other organizations.
- 5.3** The financial benefits or in-kind value generated from advertising in libraries is to maintain and enhance library service to the public.
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6.0 REQUIREMENTS / STANDARDS

6.1 GENERAL

- 6.1.1** Only organizations deemed appropriate and compatible with the policies, mission, and mandate of NBPLS and/or NBPLF will be considered for advertising agreements.
- 6.1.2** Advertising will not be sought or accepted in libraries involving or targeted to children from companies whose products cannot legally be sold or distributed to children.
- 6.1.3** While advertising in libraries involves a relationship between NBPLS, NBPLF and the advertiser, NBPLS and NBPLF will not officially endorse the advertiser's products and services.
- 6.1.4** All advertising agreements must respect the commitment by libraries to intellectual freedom. Advertisers cannot influence the selection of library materials.

- 6.1.5 Patron information shall not be disclosed for purposes other than those for which it was collected. This is consistent with the [Right to Information and Protection of Privacy Act](#).
- 6.1.6 The designated library representative is responsible for documenting information about advertising agreements for statistical and reporting purposes (see Appendix A – Sample Form for Reporting Advertising Agreements).
- 6.1.7 The advertiser will be notified that information about the agreement will be documented for statistical and reporting purposes before entering into an agreement with NBPLS or NBPLF.
- 6.1.8 The size, format and location of advertising will be controlled by the Regional Director and/or the Provincial Librarian to ensure both consistency and the quality of appearance.
- 6.1.9 Advertising must not take precedence or have prominence over the libraries' own information displays, or of the library's own name or placement on library property.
- 6.1.10 All advertisements must conform to the [Canadian Code of Advertising Standards](#).

6.2 SOLICITATION OF ADVERTISERS

- 6.2.1 Solicitation of advertisers will be done in accordance with the Province's Conflict of Interest Policy - [AD-2915](#).

6.3 APPROVAL PROCESS FOR ADVERTISING IN LIBRARIES

- 6.3.1 In public libraries and public-school libraries, advertising agreements will be sought out and developed under the direction and approval of the employee in charge, after consultation with the Regional Director.
- 6.3.2 Advertising agreements sought out and developed by the NBPLF will be done in consultation with the Provincial Librarian.
- 6.3.5 Any advertising agreement that is regional or provincial in scope, or requires the cooperation of multiple partners, must be approved by the Provincial Librarian.

6.4 TERMINATION OF AN ADVERTISING AGREEMENT

- 6.4.1 The designated library representative can request to have an existing advertising agreement terminated if the partner uses NBPLS or NBPLF's name or the name of its libraries outside the parameters of the agreement without prior consent; or if the partner develops a public image inappropriate to public service mandate of NBPLS or NBPLF.

- 6.4.2** Should there be a change in ownership or name of an advertiser during the term of an agreement, the designated library representative reserves the right to cancel the agreement if the new owner fails to meet any of the principles or conditions outlined in the agreement or in this policy.

7.0 GUIDELINES / RECOMMENDATIONS

- 7.1** It is recommended that advertising agreements be reviewed on a regular basis to ensure maximum benefit for the parties involved. This review will be conducted by the Provincial Librarian or designate.

8.0 REGIONAL GUIDELINES AND PROCEDURES

In consultation with the Provincial Office, Regional Directors may develop additional guidelines and procedures consistent with and necessary to support this policy.

9.0 REFERENCES

Association pour l'avancement des sciences et des techniques de la documentation. La charte des droits du lecteur.

Administration Manual System Policy (AD-2915) - Conflict of Interest.
(<http://intranet.gnb.ca/intellinet/adminman/>).

Canadian Library Association. Intellectual Freedom Position Statement.

New Brunswick Public Libraries Act. (<http://laws.gnb.ca/en/BrowseTitle>).

New Brunswick Public Libraries Foundation Act. (<http://laws.gnb.ca/en/BrowseTitle>).

Canadian Code of Advertising Standards. (www.adstandards.com).

Right to Information and Protection of Privacy Act. (<http://laws.gnb.ca/en/BrowseTitle>).

Related NBPLS Policies:

Policy 1008 – Sponsorships.

Policy 1014 – Library Promotion and Release of Information.

Policy 1015 – Selling and Soliciting in the Library.

Policy 1053 – Standards for Generating Revenue.



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Policy 1060 – Confidentiality of Personal Information about Patrons.

Related Department of Education and Early Childhood Development Policies:

Policy 315 - School/Community Partnerships and Sponsorships.

(<http://www2.gnb.ca/content/gnb/biling/eecd-edpe.html>.)

10.0 CONTACTS FOR MORE INFORMATION

NBPLS Provincial Office, (506) 453-2354

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