



1.0 PURPOSE

- 1.1 A standard protocol for all Kahnawake Community Billboard Advertising ensures that criteria reflects positively on the Community and achieves fairness in the sharing of the allotted space.
- 1.2 The purpose of any advertising on the Cieslock Billboard is to inform the Community and others on any item/event that affects the entire Community.
- 1.3 The secondary purpose of any Cieslock Billboard Advertising is to promote the services and the organizations posting the messages.

2.0 SCOPE

- 2.1 As part of their agreement with the Community, Cieslock has 3 digital Billboards in Kahnawake and have allotted one (1) free slot for the Community to share. The Community spot runs for ten (10) seconds each minute, 24 hours per day and 7 days per week.
- 2.2 There are 60 spots per hour.
- 2.3 There are a total of 1,440 spots per 24 hours.
- 2.4 There are 10,080 spots per week.
- 2.5 There are 524,160 spots per year to be shared.
- 2.6 All Billboard advertising aim to be released in a timely manner, congruent with any information release or campaign or the season.
- 2.7 All Cieslock Billboard Community Advertising are to follow the same standards and protocol and are strictly limited to the Cieslock Billboards.
- 2.8 Cieslock Billboard advertising is not intended to fully inform on any given subject.

3.0 DEFINITIONS and ABBREVIATIONS

- 3.1 MCK PR = Mohawk Council of Kahnawake Public Relations Unit
- 3.2 MCK= Mohawk Council of Kahnawake
- 3.3 EDC = Executive Directors Committee (Kahnawake Organizations)
- 3.4 Cieslock = The company who own the billboards and pays rent to the Community and also allows for free Community public messages
- 3.5 Spot(s) = Each time a Cieslock Billboard advertisement runs, it is called a spot.
- 3.6 Ad = Advertisement

4.0 RESPONSIBILITIES

- 4.1 All members of the EDC have an equal right to the Cieslock Billboards and to run items using the Community's spots. The EDC Organizations who have a right to the Community spots are: Tewatohni'saktha, KSCS, KYC, KFB, MCK, KOR, KEC, Step by Step, KMHC, Peacekeepers.
- 4.2 Other non-profit Community entities may apply for free advertising using the Community spots, but must a) represent a Community Organization b) must NOT be privately owned and operated and c) must NOT promote material that goes against one of the EDC Organizations.
- 4.3 MCK PR will be the only source to send messages to Cieslock on behalf of all EDC Organizations and non-profit organizations.



Quality Management Instruction

- 4.4 Delegated Communications Officers from MCK PR will have a duty to forward approved spots to Cieslock in a timely manner.
- 4.5 The Director of Communications has a responsibility to work with all parties to decide on how often an ad will run for in accordance to these standards.
- 4.6 All EDC & non-profit entities are responsible to create their own billboard ads, in accordance to these standards.
- 4.7 All EDC & non-profit entities are responsible to submit their ads in a timely manner.
- 4.8 All effected Directors, Chiefs, Boards, etc.... have a responsibility to delegate/liaison a person(s) to create and send Billboard spots to MCK PR.
- 4.9 All effected Directors, Chiefs, Boards, etc.... have a responsibility to review and approve Billboard ads related to their given fields prior to their release to the given media outlet, in accordance with each EDC & non-profit entity’s own protocols and procedures.

5.0 PROCESS

- 5.1 A Billboard Advertising request can only be made by a Communications delegate/liaison or their supervisor(s).
- 5.2 The Billboard Ad request must be made via email to billboard@mck.ca and the delegated Billboard Administrator will administer the request.
- 5.3 Only the ‘acting’ Director of MCK Pr/Communications (DOC) can approve the request.
- 5.4 If the acting DOC denies the request, the person(s) who are denied their request may ask for a second opinion and the issue will be taken to the EDC Communications Network for a vote/decision where each Organization within the EDC will have 48 hours to vote on whether or not to agree/disagree with that decision. Thus, the EDC Communications Network will act as an appeals process. A simple majority of those who vote within 48 hours will be used. Ie: If only 2 entities respond in 48 hours, that vote stands if it’s a vote of 2-0. If there are any ties, the decision of the DOC will stand.
- 5.5 After the request is accepted, those requesting are responsible to design their ads in accordance to Section 6.0 Procedures.
- 5.6 Once the ad is submitted via email, the Billboard Administrators will schedule the spots and keep track of all Community billboard ads and spots.
- 5.7 The deadline to submit an ad to run on the Cieslock billboard is 5 business days prior to the first spot airing.

6.0 PROCEDURES

- 6.1 All Ads must be 638x176 pixels & in rgb color (72 dpi)
- 6.2 All Ads will be run for a **maximum** of 2,016 spots per year. This is the equivalent to 5 different ads running at the same time for 2 weeks each. OR 202 total Community spots per year.
- 6.3 No more than 5 ads will run within a one hour period.
- 6.4 The Director of MCK PR/C and the liaison will determine how often to run each ad.



Quality Management Instruction

- 6.5 No ad will run after its end date (ie: if an event starts at 8pm Saturday, August 1, that ad shall not run after that date and time)
- 6.6 All ads will be given one of the following distinctions: High Priority, Urgent, Time Sensitive, Normal or Stagnant.
 - 6.6.1 High Priority ads may run for 4,032 spots per year, if warranted.
 - 6.6.2 Urgent items may avoid the deadline and may run more often in a shorter time frame, but shall not exceed the time slot limit
 - 6.6.3 Time Sensitive & Normal items will run within a two week period, but Time Sensitive ads will require relevant timing to the ad whereas Normal ads may fit where needed.
 - 6.6.4 Stagnant ads will run less often and be spread throughout the year
- 6.7 All Billboard ads are to include a logo of the ad proponent.
- 6.8 All Billboard ads must have no more than 3 main graphics, with one main graphic being optimal.
- 6.9 All Billboard wording shall be limited to a maximum of 10 words.
- 6.10 All Billboard ads should be able to be read in its entirety in 1 second. This is for two purposes: 1. The Cieslock billboards attract drivers and drivers must not be put into any danger and be required to read and figure out your message and 2. For effectiveness.
- 6.11 All ads must be visually changed following each run of spots. Only stagnant ads may be the same exact visual ad in the future.
- 6.12 MCK PR may choose to create ads for others if there is time.

7.0 ATTACHMENTS

- 7.1 Billboard examples to demonstrate actual billboards that have been created, which are deemed most effective.

8.0 FLOWCHART