

Policy Title: Advertising

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| Category: | <input type="checkbox"/> Institutional - Board <input type="checkbox"/> Academic - Administrative <input checked="" type="checkbox"/> Institutional - Administrative <input type="checkbox"/> Employment - Administrative | | |
| Approved by: | <input type="checkbox"/> Board <input checked="" type="checkbox"/> President | | |
| Date approved: | September 26, 2024 | Effective date: | September 26, 2024 |
| Policy Sponsor: | Associate Vice President, Institutional Advancement and Communications | Date last reviewed: | September 26, 2024 |
| Date of Mandatory Review (expiry date): | September 2029 | Date of last revision of Procedures: | September 26, 2024 |

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 advertising must follow College of Chiropractors of Ontario, or other provincial regulatory body (as applicable) 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 and Communications.

- 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 the CMCC 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 be approved by the division or department which is promoting the event or activity and must be removed once the event has been completed.

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 (not a comprehensive list)

- Accessibility for Ontarians with Disabilities Act (AODA)
- Ontario Human Rights Code
- College of Chiropractors of Ontario Standard of Practice on Advertising
- CMCC's Visual Identity Guidelines

5. RELATED POLICIES (not a comprehensive list)

- CMCC Logo – Proper Use
- Code of Conduct
- Media
- Website Access, Use and Maintenance

6. DEFINITIONS

Advertising/advertisement refers to any communication to the public or an internal audience where the main purpose is the promotion of CMCC programs, products, services or partnerships. This could include but is not limited to signage, announcements, media and trade event appearances, brochures or any advertisements that appear in print, online or through social media and on campus digital screens.

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| 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 September 26, 2024 |

7. PROCEDURES

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

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| New Procedure Approved (date): | |
| Procedure Revision History (dates): | April 2005 January 2019 September 26, 2024 |

8. ATTACHMENTS

None.