

Review of Government Advertising

INTRODUCTION

December 2010 marks the fifth anniversary of the coming into force of the *Government Advertising Act, 2004* (Act), which requires the Auditor General to review government ads against specified standards. In carrying out this duty, I believe the work of my Office has helped fulfill the pledge made by the then Minister of Government Services when the Act took full effect on January 30, 2006: “No longer will government advertising be used to further the interests of politicians and political parties or to attack groups critical of the government.”

This chapter, which satisfies the legislative requirements in the Act as well as in the *Auditor General Act* to report annually to the Legislative Assembly, provides more detail on the advertising review function and summarizes the work we have done over the past year to ensure continued adherence to the principle of non-partisan government advertising.

HISTORY

The Act’s roots go back to the mid-1990s, when legislators expressed concern about publicly funded advertising that appeared to further a government’s partisan interests. Most people recognize the right of political parties and individuals to use advertising to deliver their message, as long as they use their own money. However, no government should take unfair advantage of its position in power and

the significant financial resources at its disposal to push its own partisan message through public advertisements using taxpayer dollars.

Our *1999 Annual Report* reflected concerns that had arisen regarding partisan government advertising and asked whether it was appropriate for the government of the day to use public funds for certain advertising and communications campaigns. The report noted that there were no formal criteria to help distinguish “informative government advertising and party-political advertising” and suggested that it would be helpful for the government to “consider the establishment of principles, guidelines, and criteria that clearly define the nature and characteristics of taxpayer-funded advertising.”

Four private members’ bills, each seeking to provide a legislative framework for government advertising, were introduced from 1999 to 2003. At the end of 2003, the government introduced Bill 25, which would become the *Government Advertising Act*. This legislation was passed into law in 2004 and, after a brief transition period starting in December 2005, took full effect in January 2006.

The main intent of the Act is to prohibit any government advertising that could be viewed as promoting the governing party’s political interests by fostering a positive impression of the government or a negative impression of any group or person critical of the government. The Act also sets standards that each advertisement must meet and promotes transparency by requiring that an

advertisement clearly state that it is paid for by the government of Ontario.

The complete Act, which can be found at www.e-laws.gov.on.ca, requires most proposed government advertisements to be submitted to and approved by the Auditor General before they can be used.

Overview of the Advertising Review Function

Under the Act, the Auditor General is responsible for reviewing specified types of government advertising to ensure that they meet legislated standards and that, above all, they do not contain anything that is, or may be interpreted as being, primarily partisan in nature. The Act outlines various standards each advertisement must meet and states that “an item is partisan if, in the opinion of the Auditor General, a primary objective of the item is to promote the partisan political interests of the governing party.” The Act also provides the Auditor General with the discretionary authority to consider additional factors in determining whether a primary objective of an item is to promote the partisan political interests of the governing party (see the section titled Other Factors later in this chapter).

WHAT FALLS UNDER THE ACT

The Act currently applies to advertisements authorized by government offices—specifically, government ministries, Cabinet Office, and the Office of the Premier. These offices must submit all proposed advertising that is subject to the Act to my Office for review and approval before it can be used.

The Act applies to advertisements that government offices will be paying to have published in a newspaper or magazine, displayed on a billboard, or broadcast on radio or television; and to printed matter that a government office proposes to pay

to have distributed unaddressed to households in Ontario either by bulk mail or by another method of bulk delivery. Advertisements meeting any of these definitions—in English, French, and/or any other languages—are known as “reviewable” items.

The Act specifically excludes from review any advertisement or printed matter that is a job advertisement or a notice to the public required by law. Also excluded are advertisements concerning the provision of goods and services to a government office and those regarding an urgent matter affecting public health or safety.

Although the following are not specifically excluded by the Act, we have come to a mutual understanding with the government that they are not subject to the Act:

- electronic advertising on government or any other websites, except for web pages identified and promoted in a reviewable item (see the Websites subsection later in this chapter); and
- brochures, pamphlets, newsletters, news releases, consultation documents, reports, and other similar printed matter, materials, or publications.

SUBMISSION AND USE OF ADVERTISING ITEMS

Sections 2, 3, 4, and 8 of the Act require that government offices submit every reviewable item to the Auditor General’s Office for review. The government office cannot publish, display, broadcast, distribute, or disseminate the submitted item until the head of that office (that is, the deputy minister) receives notice, or is deemed to have received notice, that the advertisement has been approved.

The Auditor General’s Office, by regulation, has seven business days within which to render its decision. If we do not give notice within this time frame, the government office is deemed to have received notice that the item meets the standards of the Act, and it may run the advertisement.

If we advise a government office that the item does not meet the Act's standards, the item may not be used. However, the government office may submit a revised version of the rejected item for a further review. As with the first submission, my Office has seven days to render its decision.

Once an item has been approved, a government office may use it for the next 12 months. Under the Act, all decisions of the Auditor General are final.

STANDARDS FOR PROPOSED ADVERTISEMENTS

In conducting its review, the Auditor General's Office first determines whether the proposed advertisement—a reviewable item—meets the standards of the Act, as follows:

- The item must be a reasonable means of achieving one or more of the following objectives:
 - to inform the public of current or proposed government policies, programs, or services;
 - to inform the public of its rights and responsibilities under the law;
 - to encourage or discourage specific social behaviour in the public interest; and/or
 - to promote Ontario, or any part of the province, as a good place to live, work, invest, study, or visit, or to promote any economic activity or sector of Ontario's economy.
- The item must include a statement that it is paid for by the government of Ontario.
- The item must not include the name, voice, or image of a member of the Executive Council (cabinet) or a member of the Legislative Assembly (unless the primary target audience is located outside Ontario, in which case the item is exempt from this requirement).
- The item must not have as a primary objective the fostering of a positive impression of the governing party, or a negative impression of a person or entity critical of the government.

The item must not be partisan; that is, in the opinion of the Auditor General, it cannot have as

a primary objective the promotion of the partisan political interests of the governing party.

OTHER FACTORS

In addition to the specific statutory standards above, the Act allows the Auditor General to consider additional factors to determine whether a primary objective of an item is to promote the partisan political interests of the governing party [subsection 6(4)]. In general, the additional factors that we consider relate to the general impression conveyed by the message and how it is likely to be received or perceived. In determining whether an item may be received or perceived as partisan, consideration is given to whether it includes certain desirable characteristics and avoids certain undesirable ones, as follows:

- Each item should:
 - contain subject matter relevant to government responsibilities (that is, the government should have direct and substantial responsibilities for the specific matters dealt with in the item);
 - present information objectively, in tone and content, with facts expressed clearly and accurately, using unbiased and objective language;
 - emphasize facts and/or explanations, not the political merits of proposals; and
 - enable the audience to distinguish between fact on the one hand and comment, opinion, or analysis on the other.
- Items should not:
 - use colours, logos, and/or slogans commonly associated with any recognized political party in the Legislative Assembly of Ontario;
 - inappropriately personalize (for instance, by attacking opponents or critics);
 - directly or indirectly attack, ridicule, or criticize the views, policies, or actions of those critical of the government;

- be aimed primarily at rebutting the arguments of others;
- intentionally promote, or be perceived as promoting, political-party interests (to this end, consideration is also given to such matters as timing of the message, the audience it is aimed at, and the overall environment in which the message will be communicated);
- deliver self-congratulatory or political-party image-building messages;
- deal with matters such as a policy proposal where no decision has yet been made, unless the item provides a balanced explanation of both the benefits and the costs;
- present pre-existing policies, products, services, or activities as if they were new; or
- use a uniform resource locator (URL) to direct readers, viewers, or listeners to a “first-click” web page with content that may not meet the standards required by the Act (see Websites).

OTHER REVIEW PROTOCOLS

Since taking on responsibility for reviewing government advertising, my Office has endeavoured to clarify, in co-operation with government offices, areas where the Act is silent. What follows is a brief discussion of the main areas that have required clarification over the years.

Websites

Although websites are not specifically designated as reviewable under the Act, it is our view that a website mentioned in an advertisement is an extension of the ad. Following discussions with the government, we came to an agreement that the first page or “click” of a website accessed using the URL in a reviewable item would be included in our review. We agreed not to consider web pages beyond the first click, unless that first click serves only to redirect users to service in the language of

their choice. In such instances, we review the landing page that follows the choice-of-language page. We examine the first-click page for any information or messages that may not meet the standards of the Act. For example, the first-click web page must not include a minister’s name, voice, or image, nor deliver self-congratulatory, party image-building messages, nor messages that attack the policies, opinions, or actions of others.

Event/Conference Program Advertisements and Payments in Kind

Government advertisements sometimes appear in programs and other materials distributed at public events such as conferences, trade shows, and exhibitions. In considering this type of advertisement, we concluded that it should be subject to the Act because the programs usually follow the same format and serve a similar purpose as magazines and other print media (that is, advertisements are interspersed with content).

On the issue of payment for the advertisement, government offices often make in-kind or financial contributions to an event, including paid sponsorship, and receive ad space in return. We consider the “free” advertisement to have been indirectly paid for because it would typically not have been granted if the government office had not made a financial contribution to or sponsored the event. Government officials have agreed with our approach to advertisements in programs distributed at public events. Consequently, items in these programs must be submitted for review. We have decided to apply this same reasoning to other types of government advertising, where the spot (be it on television or radio, in print, or on a billboard) was obtained as a result of some other sort of financial support or in-kind payment.

Third-party Advertising

Government funds provided to third parties are sometimes used for the purpose of advertising. The

government and my Office have agreed that, for third-party advertising, an ad must be submitted for review if it meets all of the three following criteria:

- a government office provides the third party with funds intended to pay part or all of the cost of publishing, displaying, broadcasting, or distributing the item;
- the government grants the third party permission to use the Ontario logo or another official provincial visual identifier in the item; and
- the government office approves the content of the item.

Government Recruitment Advertisements

As previously noted, the Act specifically excludes job advertisements from review. We have interpreted this exemption to apply to advertising for specific government jobs, but not to broad-ranging generic recruitment campaigns, such as ads for the recruitment of medical professionals in Ontario. The government has agreed with our interpretation. As a result, generic recruitment campaigns must be submitted to my Office for review.

Environmental Assessment Notices

The Act exempts from review any government notices required by law. Nevertheless, the Ministry of Natural Resources used to routinely submit for review and approval advertisements for certain classes of environmental assessment notices for provincial parks and conservation reserves. We discussed this with ministry representatives and came to an agreement that, because of the statutory nature of these advertisements, they do not require clearance through my Office.

Pre-reviews and Consultations

A pre-review is available to government offices wishing to have us examine an early version of an item. This can be a script or storyboard, provided that it reasonably and accurately reflects the

item as it is intended to appear when completed. Pre-reviews help limit the investment of time and money to develop items containing material that could be deemed objectionable under the Act.

If material submitted for pre-review appears to violate the Act, we explain why to the government office. If it appears to meet the standards of the Act, we so advise the government office. However, before the item can be published, displayed, broadcast, printed, or otherwise disseminated, the government office must submit the finished item for review to ensure that it still meets the standards of the Act.

A pre-review is strictly voluntary on our part and is outside the statutory requirements of the Act.

External Advisers

Under the *Auditor General Act*, the Auditor General can appoint an Advertising Commissioner to assist in fulfilling the requirements of the *Government Advertising Act, 2004*. However, to date, my Office has been able to rely on the expertise of external advisers to provide assistance and advice in the ongoing review of items submitted for review. The following advisers have been engaged at various times by my Office during the 2009/10 fiscal year:

- Rafe Engle is a Toronto lawyer who specializes in advertising, marketing, communications, and entertainment law. He is also the outside legal counsel for Advertising Standards Canada. Before studying law, Mr. Engle acquired a comprehensive background in media and communications while working in the advertising industry.
- Jonathan Rose is Associate Professor of Political Studies at Queen's University. He is a leading Canadian academic with interests in political advertising and Canadian politics. Professor Rose has written a book on government advertising in Canada and a number of

articles on the way in which political parties and governments use advertising.

- Joel Ruimy is a Toronto communications consultant with many years of experience as a journalist, editor, and producer covering Ontario politics in print and television.
- John Sciarra is the former Director of Operations in my Office. He was instrumental in leading the implementation of our advertising review function and in drafting the guidelines that we have distributed to ministries to assist them in complying with the requirements of the Act.

These advisers provided invaluable assistance in our review of government advertising this past fiscal year.

Advertising Review Activity, 2009/10

In the 2009/10 fiscal year, we reviewed 600 individual advertising items, in 159 submissions, with a total value of more than \$40 million. In all but one case, we provided our decision within the required seven-day window (the exception was due to an administrative oversight on our part). The length of time required for a review and decision can vary, depending on the complexity of the message and other work priorities of our Advertising Review Panel. Nevertheless, our average turnaround time during the past fiscal year was 3.3 business days.

Of all the final submissions reviewed, two, consisting of eight final versions of ads relating to proposed tax changes that included the new Harmonized Sales Tax (HST), were rejected because they were deemed to violate subsection 6(1)5 of the Act. Specifically, the Advertising Review Panel believed that messaging in the ads was focused mainly on persuading the audience of the benefits of the proposed tax changes, rather than on informing Ontarians of the tax changes and related

impacts, and therefore they promoted the partisan political interests of the governing party.

We also recorded two contraventions of the Act involving advertisements that ran without having been submitted to us for review or ran in advance of the review being completed and an approval being issued:

- The Ministry of Revenue submitted a series of ads on tax changes, including the HST, a number of which ran in multicultural newspapers before we had completed our review and issued our approval (the ads were translated versions of an English-language ad that had already been approved). Officials at the Ministry indicated that this was an administrative oversight and said they were taking steps to ensure that ministry staff and their ad agencies were aware of the required approval process.
- The Ontario Provincial Police (OPP), which is overseen by the Ministry of Community Safety and Correctional Services, ran two radio advertisements and one print advertisement without first submitting them to our Office. The OPP said that a lack of familiarity with the requirements of the Act was to blame and promised to put in place measures to ensure that staff are more aware of the requirements of the Act. We determined that the ads in question, had they been submitted, would have been approved.

In addition, we advised the Ministry of Energy and Infrastructure that it may have been in violation of the Act for having prepared billboard templates and directed all Ontario recipients of funding from the federal–provincial infrastructure program to place these billboards on project sites. These billboards featured promotional messaging from the government of Ontario. Though we do not have an exact count of the number of billboards erected, there were more than 2,500 infrastructure projects in the province. We felt that these billboards met the criteria for advertising, and that templates of the basic signs should have been submitted to us for

review. However, the government did not initially agree with our position, and this issue is further discussed in the section titled Infrastructure Project Billboards later in this chapter.

We also reviewed 16 pre-review submissions containing 51 ads that were at a preliminary stage of development. Pre-reviews are strictly voluntary on our part and outside the statutory requirements of the Act, so they are second in priority to finished items. Nonetheless, we make every effort to complete pre-reviews within a reasonable time. The average turnaround time for pre-review submissions in the 2009/10 fiscal year was about 5.4 business days.

In reviewing all government advertising activity undertaken in 2009/10, three campaigns stand out as needing further discussion with respect to our review role—the H1N1 flu pandemic, HST, and Infrastructure Project advertising.

EXCLUSION OF H1N1 ADVERTISING

The Act provides for certain classes of advertising items to be excluded from review, including ads that concern “an urgent matter affecting public health or safety.” The clause was designed to enable the government to move swiftly to communicate with the public at times of emergency without having to wait for the statutory review process, which can take up to seven working days. During the 2009/10 fiscal year, for the first time in the history of the Act, the exclusion for an “urgent matter” was claimed by the government for the Ministry of Health and Long-Term Care’s campaign on the H1N1 flu. Beginning in the spring of 2009, the Ministry of Health and Long-Term Care notified us that it intended to invoke this section of the Act to run H1N1-related ads without submitting them to our Office for review. At the time, we agreed that the outbreak qualified as an urgent matter. Over the course of the year, the Ministry prepared and ran a number of advertisements pertaining to H1N1 using a variety of media without having to submit them to our Office for review (though a print ad

and television spot prepared at the end of the summer in anticipation of flu season were sent to us for review and were approved).

Over time, however, we noted that parts of the H1N1 campaign began to take on the features of a more typical, co-ordinated, and longer-running advertising campaign (with various phases and long print/broadcast runs). Therefore, in January 2010, after the province’s mass-inoculation program had wound down, we contacted officials at the Ministry of Health and Long-Term Care to advise them of this and to seek clarification on the criteria they were using to monitor the “urgent” status of H1N1. In response, ministry officials indicated they had been consulting and would continue to consult their public-health experts regularly, with a view to verifying and updating the “urgent matter” assessment. Officials there assured us that as soon as the matter was no longer considered urgent, the Ministry would submit all proposed new and not formerly submitted H1N1 ads for our review.

In August 2010, the World Health Organization declared the end of the H1N1 pandemic, and we wrote to the Ministry to advise it that, in our opinion, the urgent situation that had existed during the H1N1 pandemic no longer applied and that the Ministry should submit all future H1N1 advertising for review. As well, we indicated that in any future instances of “urgent” health matters, we would request that the province should more formally provide us with notification and, where possible, proof of the determination of an urgent matter by an appropriate official (for example, the Chief Medical Officer of Health) to support the notification.

THE HST CAMPAIGN

Over the course of the year, much was written about the government’s planned advertising around its move to a harmonized sales tax (HST). I want to discuss the matter briefly here because I believe that it is a good example of the Act working as was intended when passed by the Legislative Assembly.

During the 2009/10 fiscal year, we received a number of advertising submissions concerning the government's change in tax policy—many were pre-review submissions, with some ads at an early stage of development as scripts and storyboards, and some as finished items. In all cases, the Advertising Review Panel gave considerable thought to the proposed ads, and, at times, the Panel determined that the proposed ads did not meet the standards set by the Act. In those cases, the Panel generally believed that the ads were too focused on selling the merits of the policy (in some cases before the bill had even been passed by the Legislature) rather than on providing objective and useful information to Ontarians. Nevertheless, we acknowledged the need to inform the public of the new tax policy and provided specific feedback outlining our concerns at every opportunity. In some cases, we also met with government officials (first with the Ministry of Finance, and then with the Ministry of Revenue, which eventually assumed responsibility for the tax-change campaign) to discuss any concerns in greater detail.

We believe that this ongoing dialogue helped contribute to the creation of tax-change ads that were in keeping with the Act and that we were able to approve. The decision by our Office to allow for pre-review submissions, which are not provided for in the Act but which we have incorporated in our process, afforded the government some flexibility to work with its advertising agencies on different approaches without having to incur substantial costs. In the end, we believe that the activities surrounding this campaign demonstrate the Act working as it should to ensure that government advertising met the required standards and was not partisan.

It is worth noting, however, that with respect to the HST advertising, we observed a few instances demonstrating the limitations of the Act. For instance, although we had identified an ad submission from April 2009 as not meeting the required standards, a similar web advertisement was already running on-line. As well, a one-page insert from

the Ontario government containing promotional wording typical of advertising copy was included with the tax rebate cheques that the federal government mailed to Ontarians in the summer of 2010. Although neither of these cases constituted a violation of the Act, they did serve to highlight areas not covered by the Act.

INFRASTRUCTURE PROJECT BILLBOARDS

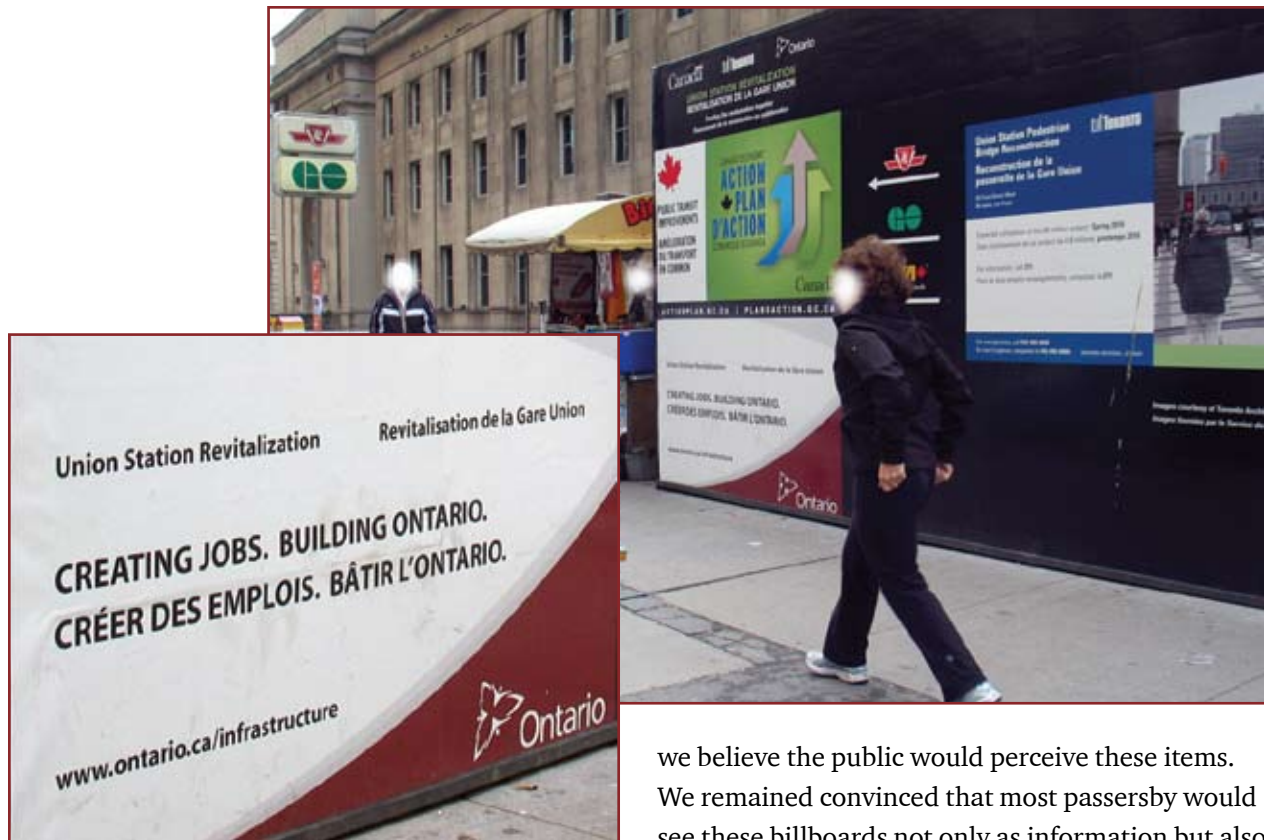
In the spring of 2010, a number of billboards came to our attention that appeared to be government-sponsored advertising but that had not been submitted to us for review. These billboards appeared at sites where work was being undertaken under the federal–provincial economic stimulus infrastructure program, with program recipients required to erect the billboards as part of their funding agreements. An example of such billboards is reproduced in Figure 1.

We wrote to a senior government official on June 29, 2010, to voice our concerns about these billboards not having been submitted. The government's view was that they were “signs” rather than billboards, and thus not subject to the Act. Further, it felt that such infrastructure “signage” had been in use for many years and that it constituted “information” rather than advertising. Finally, the government said that these items had been placed by organizations that were not in the business of selling ad space and so did not fall under the Act.

We then held discussions with various government officials to discuss our respective views. The government's position was that these items were not meant to be captured by the Act, “either in spirit or scope.” However, my Office continued to believe—and we did seek legal advice on this issue—that the infrastructure “signs” in question met all reasonable tests of what constitutes a billboard. For instance, in making a claim like “Creating Jobs. Building Ontario,” they communicate more than the simple, objective information on what is usually considered signage, and because

Figure 1: Example of Infrastructure Funding Billboards

Photograph: Office of the Auditor General of Ontario



they are branded with the identifiers and logos of the Ontario government, the message is clearly meant to be delivered by the government to the public. Furthermore, they are placed in highly visible areas to reach as many passersby as possible, and they are part of a large, co-ordinated campaign that was rolled out across the province. Finally, all of these billboards meet the criteria set out in the Act and/or in the related guidelines for what items need to be reviewed by my Office—specifically, all advertising items that the government proposes to pay to have displayed, whether that payment is made directly or indirectly, such as through sponsorship funding, and whether the advertiser is the government or a third party (see Third-party Advertising earlier in this chapter).

In considering the issue and the government's counter-arguments, we also tried to view the matter according to the stipulations of the Act and to how

we believe the public would perceive these items. We remained convinced that most passersby would see these billboards not only as information but also as promotion of a government program, consistent with other forms of government advertising. Finally, in the course of our discussion with government officials, we sought to allay any concerns about the potential difficulty of clearing such a large number of billboards all at once by reminding them of our practice of reviewing template advertising (the government submits a template ad where certain fields of information may change according to time/location/name of project, but the key message remains the same), and that our review and approval process has always been quick and efficient.

On September 28, 2010, I wrote to government officials a second time in the hope of resolving this issue. On October 6, 2010, government officials advised us that they wished to discuss with us a process for submitting the signs for review by my Office under the *Government Advertising Act* on a

go-forward basis. From our perspective, assuming this can be implemented relatively quickly, this would be an acceptable resolution of this issue.

Expenditures on Advertisements and Printed Matter

The *Auditor General Act* requires that the Auditor General report annually to the Legislative Assembly on expenditures for advertisements, printed matter, and messages that are reviewable under the *Government Advertising Act, 2004*.

Figure 2 contains expenditure details of individual advertising campaigns reported to us by

each ministry for media-buy costs; agency creative costs; third-party production, talent, and distribution costs; and other third-party costs, such as translation.

In order to test the completeness and accuracy of the reported advertising expenditures, my Office reviewed randomly selected payments to suppliers of advertising and creative services and their supporting documentation at selected ministries. We also performed certain compliance procedures with respect to the requirements of sections 2, 3, 4, and 8 of the *Government Advertising Act, 2004*, which pertain to submission requirements and prohibition on the use of items pending the Auditor General's review. We found no matters of concern in our review work.

Figure 2: Expenditures for Reviewable Advertisements and Printed Matter under the Government Advertising Act, 2004, April 1, 2009–March 31, 2010

Source of data: Ontario government offices

Ministry/Campaign Title	# of Submissions	# of Items	Agency Costs (\$)	Third-party Costs (\$)			
				Production	Talent	Bulk Mail	Other
Aboriginal Affairs							
Aboriginal Youth	1	1	–	–	–	–	55
Agriculture, Food and Rural Affairs							
Business Development	1	1	–	–	–	–	–
Event Program	5	6	–	–	–	–	–
Foodland Ontario	1	4	120,540	533,813	12,000	–	–
Foodland Ontario ¹	–	–	–	–	20,000	–	–
Foodland Ontario ²	1	3	–	–	–	–	–
Pick Ontario Freshness	5	15	58,881	122,830	32,870	–	–
Pick Ontario Freshness ¹	–	–	–	–	68,110	–	–
Attorney General							
Recruitment	1	1	–	–	–	–	–
Children and Youth Services (Women's Issues)							
Ontario Child Benefit	2	19	55,400	26,550	12,400	–	2,300
Ontario Child Benefit ¹	–	–	–	–	–	–	–
Citizenship and Immigration							
D-Day Ceremony	1	2	650	75	–	–	902
Global Experience Ontario	1	1	–	800	–	–	–
Remembrance Day Ceremony	1	2	253	45	–	–	–
Community and Social Services (Francophone Affairs)							
Adoption Disclosure	1	2	127,525	58,069	–	–	–
Adoption Disclosure ¹	–	–	–	–	–	–	–
Profile of Francophones	1	1	–	945	–	–	–
Community Safety and Correctional Services							
Arrive Alive	1	1	–	–	–	–	–
OPP Anniversary ³	–	–	–	–	–	–	–
Public Notice ²	1	2	–	–	–	–	269
RIDE	1	8	–	7,976	6,764	–	–
Economic Development and Trade							
Business Immigration	3	24	15,895	6,903	–	–	2,912
Go North	6	22	143,268	65,250	–	–	10,772
International Trade	3	5	30,388	10,807	–	–	4,524
Invest Ontario	19	77	1,349,424	717,672	17,388	–	59,946
Invest Ontario ²	2	6	–	–	–	–	–
Invest Ontario/Go North ¹	–	–	–	–	–	–	–

1. ad submission from 2008/09, with (more) expenditures in 2009/10

2. ad submission from 2009/10, with (more) expenditures to be reported in 2010/11

3. contravention—ad was not submitted for review

Media Costs (\$)							
In-house Media Buy	Media Buying Services				Ad Value [†] (\$)	Campaign Total (\$)	
	TV	Radio	Print	Out-of-Home*			
–	–	–	–	–	1,500	1,555	
6,400	–	–	12,610	–	–	19,010	
1,590	–	–	–	–	6,870	8,460	
–	–	–	–	–	–	666,353	
–	2,330,310	525,968	–	28,780	–	2,905,058	
–	–	–	–	–	–	–	
–	533,427	590,312	109,427	219,572	–	1,667,319	
–	1,352,548	–	–	–	–	1,420,658	
–	–	–	–	–	2,500	2,500	
–	–	54,429	269,576	–	–	420,655	
–	–	–	–	5,828	–	5,828	
–	–	–	26,808	–	–	28,435	
–	–	–	–	–	–	800	
–	–	–	27,986	–	–	28,284	
–	–	–	1,756,761	–	–	1,942,355	
–	–	–	720,079	–	–	720,079	
5,500	–	–	–	–	–	6,445	
1,620	–	–	–	–	–	1,620	
966	–	–	–	–	–	966	
–	–	–	–	–	–	269	
–	292,231	–	–	–	–	306,971	
11,607	–	–	138,205	–	–	175,522	
–	–	–	850,965	–	–	1,070,255	
–	–	–	35,080	–	5,000	85,799	
–	3,695,437	–	3,372,902	1,097,407	15,338	10,325,514	
–	–	–	–	–	–	–	
–	–	–	89,203	–	3,450	92,653	

* Out-of-Home advertising includes, for example, billboards and transit posters.

† Ad Value denotes the value of an ad space provided to government offices at no cost, often where the government has provided funding for a related event/publication.

Ministry/Campaign Title	# of Submissions	# of Items	Agency Costs (\$)	Third-party Costs (\$)			
				Production	Talent	Bulk Mail	Other
Education							
Kidstreet	1	1	–	–	–	–	–
Energy and Infrastructure							
Energy Conservation/Peak Management	2	10	139,357	395,309	38,432	–	4,000
Infrastructure	2	8	153,079	680,482	29,546	–	–
Ontario Home Energy Savings Program	2	23	41,840	86,084	12,733	–	393
Environment							
Additup	2	3	10,390	–	–	–	–
Additup ¹	–	–	10,390	–	–	–	–
Event Program	1	1	–	–	–	–	–
<i>Green Energy Act</i>	1	1	–	387	–	–	–
Public Information Session	3	3	–	673	–	–	–
<i>Waste Diversion Act</i> ⁴	1	1	–	400	–	–	–
Finance							
Comprehensive Tax Reform ⁵	1	6	147,479	–	–	–	–
Ontario Savings Bonds	2	29	334,425	496,526	21,371	–	13,425
Government Services							
Service Notice	6	40	–	–	–	–	522
ServiceOntario ¹	–	–	–	–	–	–	–
ServiceOntario ²	3	19	–	4,550	–	–	439
Val Tag	1	3	8,240	9,500	–	–	68
Health and Long-Term Care							
ColonCancerCheck	1	1	7,551	1,153	8,723	–	145
Family Health Teams	2	4	–	10,970	–	2,091	–
H1N1	5	24	112,606	388,539	38,719	470,318	18,091
Health Care Options	5	10	50,445	413,135	1,239	33,001	98
Health Care Options ¹	–	–	176,601	839	47,019	–	–
HealthForceOntario	2	7	–	–	–	–	–
HPV	2	3	61,070	21,779	8,597	–	116
Public Notice ²	1	2	–	–	–	–	–
Health Promotion							
Diabetes Prevention ¹	–	–	–	–	–	–	–
EatRight Ontario	4	38	6,985	110,561	–	–	–
EatRight Ontario ¹	–	–	13,551	–	–	–	–
EatRight Ontario ²	2	2	–	–	–	–	–
World Junior Hockey – Sponsorship ¹	–	–	–	–	–	–	–

1. ad submission from 2008/09, with (more) expenditures in 2009/10

2. ad submission from 2009/10, with (more) expenditures to be reported in 2010/11

4. ad cancelled or did not run

5. violation—ad was reviewed and did not meet the required standards

In-house Media Buy	Media Costs (\$)				Ad Value† (\$)	Campaign Total (\$)
	TV	Radio	Print	Out-of-Home*		
1,100	–	–	–	–	–	1,100
–	1,070,981	–	–	–	–	1,648,079
–	1,150,145	–	–	764,397	–	2,777,649
–	–	429,821	162,949	–	–	733,820
40,042	–	–	–	–	500	50,932
40,042	–	–	–	–	–	50,432
–	–	–	–	–	300	300
–	–	–	13,610	–	–	13,997
–	–	–	3,502	–	–	4,175
–	–	–	–	–	–	400
–	–	–	–	–	–	147,479
–	768,828	220,922	460,562	165,552	–	2,481,611
–	–	–	57,535	–	–	58,057
–	–	–	1,305	–	–	1,305
–	–	–	19,951	–	–	24,940
–	–	–	21,252	–	–	39,060
–	495,413	–	–	–	–	512,985
–	–	–	296,145	–	–	309,206
–	683,219	–	–	–	–	1,711,492
–	–	–	389,278	127,190	–	1,014,386
–	2,466,536	–	–	–	–	2,690,995
–	29,863	–	198,240	–	–	228,103
–	–	–	112,505	–	–	204,067
–	–	–	–	–	–	–
–	–	–	424,849	–	–	424,849
–	–	–	636,731	255,794	–	1,010,071
–	145,143	–	–	–	–	158,694
–	–	–	55,023	–	–	55,023
–	–	–	–	–	50,000	50,000

* Out-of-Home advertising includes, for example, billboards and transit posters.

† Ad Value denotes the value of an ad space provided to government offices at no cost, often where the government has provided funding for a related event/publication.

Ministry/Campaign Title	# of Submissions	# of Items	Agency Costs (\$)	Third-party Costs (\$)			
				Production	Talent	Bulk Mail	Other
Labour							
Minimum Wage	1	12	4,488	–	–	–	6,000
Safe at Work Ontario	1	1	–	–	–	–	–
Safe at Work Ontario ¹	–	–	–	–	–	–	–
Municipal Affairs and Housing							
Affordable Housing Strategy Consultations	1	2	–	6,791	–	–	75
Ontario West Municipal Conference	1	1	–	–	–	–	–
Natural Resources							
50 Million Tree Program	5	8	–	5,539	–	–	227
Bear Wise ²	1	9	–	4,800	–	–	–
Chronic Wasting Disease	1	1	–	378	–	–	–
Committee Membership	1	1	–	–	–	–	–
Committee Membership ¹	–	–	–	–	–	–	–
Deer Check Station	1	1	–	–	–	–	–
Event Program	1	1	–	342	–	–	–
Fall Walleye Index Netting	1	1	–	–	–	–	–
FireSmart Wildfire Prevention	1	14	–	1,167	–	–	–
FireSmart Wildfire Prevention ²	1	2	–	–	–	–	–
Kids Fish Art Contest	1	1	–	181	–	–	–
Land Management	1	1	–	–	–	–	–
Land Management ²	1	1	–	–	–	–	–
Ontario Parks	12	13	–	–	–	–	–
Ontario Parks ¹	–	–	–	116	–	–	–
Ontario Parks ²	4	4	–	–	–	–	–
Outdoors Card Renewal	1	1	–	227	–	–	–
Seasonal Leasing of Campsites ¹	–	–	–	–	–	–	58
Vacant Bear Management Areas	1	1	–	–	–	–	–
Water Management Plan	1	1	–	–	–	–	–
Northern Development, Mines and Forestry							
<i>Mining Act</i> Amendments	1	1	–	–	–	–	–
Northern Ontario Heritage Fund Corporation	1	2	–	–	–	–	–
Public Notice	1	2	–	–	–	–	–
Research and Innovation							
Invest Ontario ⁶	–	–	–	–	–	–	–

1. ad submission from 2008/09, with (more) expenditures in 2009/10

2. ad submission from 2009/10, with (more) expenditures to be reported in 2010/11

6. ad developed by another ministry, but used here

Media Costs (\$)					Ad Value† (\$)	Campaign Total (\$)
In-house Media Buy	Media Buying Services					
	TV	Radio	Print	Out-of-Home*		
–	–	–	146,314	–	–	156,802
–	–	–	–	–	1,895	1,895
–	–	–	–	–	4,000	4,000
–	–	–	50,296	–	–	57,162
–	–	–	–	–	1,195	1,195
37,562	–	–	–	–	–	43,328
7,864	–	–	139,438	–	–	152,102
–	–	–	–	–	7,500	7,878
–	–	–	949	–	–	949
–	–	–	347	–	–	347
–	–	–	382	–	–	382
–	–	–	–	–	8,795	9,137
–	–	–	289	–	–	289
900	–	–	613	–	–	2,680
–	–	–	–	–	–	–
–	–	–	–	–	7,500	7,681
–	–	–	338	–	–	338
–	–	–	–	–	–	–
22,690	–	–	1,848	–	5,175	29,713
359	–	–	–	–	325	800
–	–	–	–	–	–	–
–	–	–	–	–	7,500	7,727
–	–	–	1,944	–	–	2,002
–	–	–	667	–	–	667
–	–	–	1,575	–	–	1,575
–	–	–	13,795	–	–	13,795
–	–	–	–	–	11,779	11,779
–	–	–	21,290	–	–	21,290
5,900	–	–	–	–	16,000	21,900

* Out-of-Home advertising includes, for example, billboards and transit posters.

† Ad Value denotes the value of an ad space provided to government offices at no cost, often where the government has provided funding for a related event/publication.

Ministry/Campaign Title	# of Submissions	# of Items	Agency Costs (\$)	Third-party Costs (\$)			
				Production	Talent	Bulk Mail	Other
Revenue							
Comprehensive Tax Reform	2	48	70,186	16,400	9,800	–	17,500
Comprehensive Tax Reform ²	2	6	–	–	–	–	–
Comprehensive Tax Reform ⁵	1	2	–	–	–	–	–
Comprehensive Tax Reform ⁷	1	19	139,404	13,499	3,550	–	10,998
Training, Colleges and Universities							
Employment Ontario	1	1	–	–	–	–	–
Employment Ontario ¹	–	–	–	–	–	–	–
Total	159	600	3,390,311	4,222,062	389,261	505,410	153,835

1. ad submission from 2008/09, with (more) expenditures in 2009/10
2. ad submission from 2009/10, with (more) expenditures to be reported in 2010/11
5. violation—ad was reviewed and did not meet the required standards
7. contravention—ads submitted for review, but ran before approval

Media Costs (\$)					Ad Value [†] (\$)	Campaign Total (\$)
In-house Media Buy	Media Buying Services					
	TV	Radio	Print	Out-of-Home*		
–	–	–	1,010,057	–	–	1,123,943
–	–	–	–	–	–	–
–	–	–	–	–	–	–
–	–	–	–	–	–	167,451
–	–	–	–	–	25,000	25,000
–	–	–	–	–	8,501	8,501
184,142	15,014,081	1,821,452	11,653,181	2,664,520	190,623	40,188,878

* Out-of-Home advertising includes, for example, billboards and transit posters.

† Ad Value denotes the value of an ad space provided to government offices at no cost, often where the government has provided funding for a related event/publication.