

## PRD Manual Extracts – 02. Public Relations & Communications

### 0203. Advertising - Overview

Major national advertising campaigns are done twice a year, in the spring and at Christmas. The advertising mediums available include:

- Newspapers
- Radio
- Bus Boards
- Bus Shelters
- Magazines
- Television
- Internet

For both spring and Christmas advertising, the local buys will be purchased and paid for locally. After all invoices have been paid, each office will invoice THQ (Annual Giving Director) for amounts up to their allotted advertising total. Copies of invoices are to be attached to reimbursement form and sent to Annual Giving Director. The reimbursement form is available at this link [Notes Link](#).

As advertising monies are given to support Red Shield funding, local advertising must clearly support the national campaign, and must prominently include all of the following:

1. Toll Free Donation Line (1-888-321-3433 or 1-877-488-4222)
2. National Web Address (SalvationArmy.ca or armeedusalut.ca)
3. Nationally endorsed Tag Line

National advertising monies are not to be used to promote local programs, events, Christmas hampers, capital campaigns etc. Any invoices with for these types of local initiatives will be deducted from the reimbursement amount.

#### **Spring Advertising**

In the Spring, THQ Development will make available funds to THQ Public Relations for local advertising. Both Divisional PR and Regional Development are expected to work together to establish the local media buy. After consensus is reached, Public Relations will make the buy, on behalf of Development. THQ Development will augment this local advertising with a small national buy. The national buy will primarily be used in national newspapers.

#### **Christmas Advertising**

For the Christmas advertising, THQ will provide funds for local advertising in the same manner as they did in the Spring. THQ will augment local advertising with a large national media buy, utilizing various print opportunities, television etc.