

City of Lake Elmo
Washington County, Minnesota

Resolution 98- 17

A Resolution Establishing the 1997 Advertisement
Rates for the Lake Elmo Newsletter

WHEREAS, it is the desire of the City to permit commercial businesses to advertise in the City's monthly newsletter; and

WHEREAS, regulations of Advertisements in the City Newsletter are set forth in Administrative Policy No. 97-2; and

WHEREAS, Administrative Policy 97-2 states that the Council shall establish yearly advertising rates by adoption by a majority of a resolution setting forth said rates.

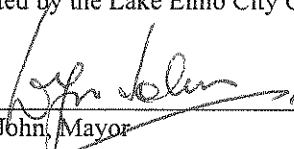
NOW, THEREFORE, BE IT RESOLVED that the following advertisement rates for the City Newsletter shall be established for 1997.

Cost Per Month				
	1 Time	2 Times	3 Times	4 Times
Full Page (8-1/2 x 11)	\$350.00	\$300.00	\$250.00	\$200.00
1/2 Page	240.00	195.00	170.00	165.00
1/4 Page	120.00	105.00	90.00	75.00
1/8 Page	70.00	60.00	50.00	40.00

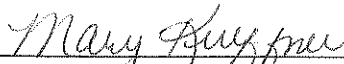
BE IT FURTHER RESOLVED THAT the following conditions apply to all advertisements:

1. A camera-ready copy of the advertisement shall be submitted to the City by the 15th day of the month preceding the next issue.
2. Cancellations will not be accepted after the 15th day of the month preceding the next issue.
3. The same ad shall run in each issue of the newsletter unless a new camera-ready advertisement is submitted to the City by the above specified deadline.
4. The advertiser assumes all responsibility for ad content.
5. All ads submitted must comply with Administrative Policy 97-2 regarding advertisement.
6. All advertisements shall be pre-paid.

Adopted by the Lake Elmo City Council this 17th day of March, 1998.


Wyn John, Mayor

Attest:


Mary Kueffner, City Administrator

CITY OF LAKE ELMO

Administrative Policy No. 97-2

Regulation of Advertisements in the City Newsletter

1.0 Intent and Purpose

- 1.1 The City of Lake Elmo strives to keep residents informed of City policies, programs, and regulations through the City Newsletter. To offset costs, the City desires to offer advertisement space to area businesses. The City hereby establishes the following policy for accepting advertisements:

2.0 Advertising Content

- 2.1 The City shall only accept advertisements from commercial or professional establishments.
- 2.2 Given the negative public health and safety ramifications associated with the use of liquor, particularly by minors, and the City's endorsement of the D.A.R.E. Program, the City will not accept advertisements that relate to, or promote the use of liquor.
- 2.3 There is a preponderance of evidence about the negative impact of tobacco usage on the public health. The City will not accept advertisements that relate to, or promote the use of tobacco products.
- 2.4 Advertisements for establishments that are in the primary business of selling liquor and/or tobacco products will not be accepted.
- 2.5 Advertisements that are libelous or obscene will not be accepted.
- 2.6 Advertising to promote action taken by the City.

3.0 Advertising Rates for City Newsletter

- 3.1 A resolution establishing the 1997 advertising rates for the City Newsletter is attached to this policy. Thereafter, advertising rates will be reviewed at the Council's years organizational meeting. Any change to the advertising rates will require adoption of a resolution by a majority of the Council.

4.0 Effectiveness

- 4.1 This policy shall become effective upon its adoption by the Lake Elmo City Council.

Adopted by the Lake Elmo City Council the 6th day of May, 1997.


Wyn John, Mayor

Attest: 
Mary Kueffner, City Administrator