

ALBERTA DEVELOPMENT OFFICERS ASSOCIATION

POLICIES AND PROCEDURES

POLICY TITLE: Advertising Policy		
NEW POLICY NO. 26-ADOA-001		
ORIGIN/AUTHORITY: Board of Directors	ADOPTED BY: Board of Directors	EFFECTIVE DATE: July 20, 2026
	REPLACES POLICY NO.	REVISION DATE:

Definitions

For the purposes of this Policy:

Advertisement means any paid promotional content, notice, announcement, sponsorship recognition, job posting, banner, graphic, publication, social media post, digital content, or other marketing material submitted for distribution through ADOA communication channels. Conference advertising shall not be considered an advertisement and shall be in accordance with the Conference Policy.

Advertiser means any individual, corporation, partnership, government agency, educational institution, professional association, non-profit organization, or other entity that purchases or submits advertising through ADOA.

The Alberta Development Officers' Association (ADOA) is a non-profit professional association that supports development officers and others involved in municipal planning and development across Alberta. Its main purpose is to provide education, networking, resources, and advocacy for people working in development and planning roles.

Annual Conference means the annual conference, convention, or educational event organized or sponsored by ADOA.

Board means the Board of Directors of the Alberta Development Officers Association.

Communicator means ADOA's official newsletter, magazine, publication, or any successor publication distributed to members.

Information Article means non-promotional content intended to educate, inform, or provide professional knowledge relevant to municipal planning, development, land use, governance,

legislation, or related disciplines. Information Articles shall not be considered advertising, although they may contain details of the company provided it is accessory to the primary content.

Development Officer means an individual appointed by a municipality pursuant to the Municipal Government Act, RSA 2000, c. M-26, as amended, or any successor legislation.

Member means an individual, municipality, organization, or other party holding a current membership in ADOA in accordance with the Association's bylaws.

Non-Member means any individual, corporation, organization, or entity that is not a current member of ADOA.

Professional Advertising means advertising that is accurate, lawful, ethical, respectful, and relevant to municipal planning, development, governance, land use, or related professional services.

Social Media Platforms means the official social media accounts, channels, and online networking platforms operated by ADOA.

Website means the official ADOA website and any affiliated webpages, portals, or digital platforms administered by ADOA.

Job Posting means an advertisement promoting employment, contract, internship, or career opportunities related to municipal planning, development, governance, or associated professions.

Advertising

The Alberta Development Officers Association (ADOA) offers advertising opportunities to support the dissemination of relevant information, services, and opportunities to its membership while generating revenue to support the Association's operations.

The intent of advertising through ADOA is to provide members with access to professional services, tools, training, and information relevant to municipal planning, development, and governance.

The following policies and procedures outline the requirements, limitations, and administration of advertising through ADOA.

1. General Principles

- Advertising must align with the ADOA's mandate of supporting municipal Development Officers, Development Authorities and planning professionals.
- Advertising shall be professional in nature and provide value to the membership.

- The ADOA reserves the right to refuse, reject, or remove any advertisement at its sole discretion.
- Acceptance of advertising does not constitute endorsement by the ADOA.

2. Eligible Advertisers

- Municipal planning and development consulting firms;
- Legal firms specializing in municipal, land use, or administrative law;
- Engineering, environmental, surveying and infrastructure service providers;
- GIS and software providers;
- Educational institutions, training providers, and professional associations;
- Government departments, agencies, and Crown corporations; and
- Non-profit organizations aligned with planning, development, and municipal governance.

3. Ineligible Advertising

- Products or services unrelated to municipal planning or development;
- Political parties, candidates, or partisan advocacy;
- Offensive, discriminatory, or inappropriate content;
- Misleading, false, or unverifiable claims; and
- Content conflicting with ADOA bylaws, policies, or Code of Ethics.

4. Advertising Platforms

4.1 Website Advertising

- Homepage Banner Ad: \$750 per year
- Secondary Page Sidebar Ad: \$500 per year
- Job Posting (Members): \$200 per posting
- Job Posting (Non-Members): \$300 per posting

4.2 Social Media Advertising

- Single Sponsored Post: \$250
- Package of Four (4) Posts: \$800 annually
- Event Promotion Package (up to 3 posts): \$500

4.3 Quarterly Publication – The Communicator

- Full Page: \$750 per issue / \$2,500 annually
- Half Page: \$350 per issue / \$1,000 annually
- Quarter Page: \$100 per issue / \$300 annually

5. Advertising Standards and Requirements

All advertisements must be accurate, factual, clearly identifiable as advertising, and compliant with all applicable laws and regulations.

6. Approval Process

All advertising submissions shall be reviewed by the Board or designate prior to publication. Refusal of advertisements shall be at the sole discretion of the ADOA Board and may refuse an advertisement for any reason. Final approval rests with the ADOA Board or its designate.

7. Payment Terms

All advertising fees shall be paid in advance. Advertising will not be published until payment is received in full.

8. Administration

The ADOA Communications Director shall coordinate advertising placements. The ADOA Treasurer shall be responsible for invoicing and liaising with the bookkeeper to ensure proper financial accounting.

9. Disclaimer

The ADOA does not endorse any advertiser, product, or service. Advertisers are solely responsible for the content and accuracy of their advertisements.

10. Policy Review

This policy shall be reviewed by the ADOA Board of Directors every two (2) years or as required.

[Redacted Signature]

ADOA President

[Redacted Signature]

ADOA Vice President

July 27, 2026

Date

July 27, 2026

Date

ALBERTA DEVELOPMENT OFFICERS ASSOCIATION ADVERTISING APPLICATION FORM

Please complete this application form to request advertising opportunities through the Alberta Development Officers Association (ADOA). Submission of this form does not guarantee approval. All advertisements are subject to review and approval in accordance with the ADOA Advertising Policy.

1. Applicant Information

Organization/Business Name: _____

Primary Contact Name: _____

Title/Position: _____

Mailing Address: _____

City/Town: _____ Province: _____ Postal Code: _____

Phone Number: _____

Email Address: _____

Website: _____

2. Advertising Opportunities Requested

☐ Website Homepage Banner Ad

☐ Website Sidebar Ad

☐ Job Posting (Member)

☐ Job Posting (Non-Member)

☐ Social Media Sponsored Post

☐ Social Media Package (4 Posts)

☐ Event Promotion Package

☐ The Communicator – Full Page

☐ The Communicator – Half Page

☐ The Communicator – Quarter Page

3. Advertisement Details

Requested Advertising Start Date: _____

Requested Advertising End Date: _____

Description of Product/Service Being Advertised:

4. Applicant Declaration

By signing below, the applicant confirms that:

- The information provided in this application is accurate and complete.
- The advertisement complies with the ADOA Advertising Policy.
- The advertisement content is professional, factual, and lawful.
- The applicant understands that ADOA reserves the right to refuse or remove advertising at its discretion.
- Payment must be received prior to publication or posting.

Authorized Representative: _____

Signature: _____

Date: _____

5. Submission Information

Please submit completed application forms and advertising materials to:

Alberta Development Officers Association (ADOA)

Email: admin@adoa.net