

Wauwatosa City Advertising Policy

Feb. 2023

Advertising Policy for Bi-Weekly Emails and Website

The purpose of securing advertisers for the bi-weekly newsletters, City website, and annual mailing is to meet a budgeted revenue.

The advertisements will be content that promotes and supports local businesses and anchor institutions. This would include job announcements, special events, rideshare programs, mental health resources, programs that reduce the community's carbon footprint, housing opportunities, and historic or cultural resources within the City. This aligns with our City's strategic plan. Advertisements will be either featured in the bi-weekly email newsletters, posted on the City's website, or featured in the annual print mailer that goes to all Wauwatosa residents.

The following criteria will be utilized to consider advertising proposals from interested parties. The City reserves the right to determine how advertisements are selected and where they are displayed, consistent with this and other applicable City of Wauwatosa policies.

Advertising revenue may be acquired from the following organizations who serve Wauwatosa and fit the content ideas listed above:

- Governmental and educational institutions
- Nonprofit organizations
- Corporate or other for-profit organizations

Advertising revenue may not be acquired from:

- Candidates for local, state or federal offices
- Political organizations, individuals, or other organizations and events advocating a position on a local, state, or federal issue
- Organizations or content that violates the City's policies, including but not limited to, conflict of interest, discrimination, etc.
- Content that is inconsistent with the Vision and Mission of the City of Wauwatosa

The City has no control over the format, content, or accuracy of any information found on external websites and is not responsible for, does not endorse, and cannot assure the accuracy of the information on external websites. The advertisement shall indicate this policy either in text or by external link.

Review Process

All advertisements promoted will be reviewed by the Communications Team prior to publication. We reserve the right to deny any advertising request should there be a violation of policy or if there are aspects of the advertisement that no longer meet the City of Wauwatosa's standards, goals, and values. Prior to any denial, the Communications Team will consult with the Office of the City Attorney. A media kit will be provided to interested parties to ensure each advertiser knows the requirements and pricing. Each review will follow the guidelines set above to determine if the advertisement meets the goals of promoting and supporting local businesses and anchor institutions.