

**COUNCIL POLICY**

SUBJECT: "OFFICIAL CITY ADVERTISING"  
POLICY NO.: 100-15  
EFFECTIVE DATE: July 9, 1990

BACKGROUND:

San Diego City Charter section 113 requires the City to place all official advertising in the City's official newspaper, which shall be a newspaper of bona fide daily circulation. Official advertising includes all advertising required by law to be published.

Often, however, it is to the City's advantage and to the advantage of specific segments of the population and certain communities for the City to supplement this advertising with advertising in a community newspaper or newspapers.

PURPOSE:

It is the intention of the City Council to establish a policy of uniform guidance and procedures for all officials of the City of San Diego, their appointed staff personnel, and members of City boards, commissions and committees, as it relates to Official Advertising.

POLICY:

The policy of the City Council and the City of San Diego in regard to Official Advertising shall be as set forth in Administrative Regulation 25.80 entitled "Official City Advertising Published by the Official City Newspaper and by Auxiliary Publications." The terms and provisions of Administrative Regulation 25.80, dated April 30, 1990, are fully incorporated into this Council Policy. Any future amendments or changes to the cited administrative regulations which affect the purpose and intent of this Policy may be incorporated into this Council Policy only upon separate and official action of the City Council.

HISTORY:

Adopted by Resolution No. R-276107 07/09/1990