

Community Newspaper Advertisement Review and Revised City Ad Targets

Surrey City Council recently approved a 40% reduction in non-statutory advertisements with Black Press Ltd. by the end of 2019 and a further reduction to 90% by the end of April 2020. The City recognizes the importance of maintaining effective relations and a strong earned media presence in local newspapers; however, staff will continue to progressively reduce paid community newspaper advertising and support a customer shift toward owned media channels, subscriptions and use of integrated digital channels to inform the public of programs and services.