

Part: **Financial Management and Administration**
 Section: **Treasury Board's General Management Policies**
 Subsection: **Goods and Services**
 Policy: **Communications (Advertising)**

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Communications (Advertising)

Objective

The objective is to specify guidelines for the procurement of and the payment for communications services, including Agency of Record Accounts, Specialty Supplier Project Accounts and Printing Project Accounts.

Authority

The Financial Administration Act, 1993, clause 5(a) and subsection 10(2)

Applicability

This policy applies to ministries and Treasury Board Crowns (see [Appendix B Public Agencies](#)). Except for the printing procedures in .16 to .23, it also applies to the Crown Investments Corporation of Saskatchewan and its subsidiaries.

Treasury Board Policy

.01 All budgeted communications (advertising) costs for the fiscal year must be approved by Media Services, Executive Council through the established communication policy.

Procedures

.02 The following are **Communications Services Branch, Executive Council** procedures and processes that are to be followed when acquiring communications services. For further clarification, please refer to the Communications Services Procurement Policy issued by Executive Council.

Agency of Record

Agency of Record
 .03 Agency of Record Accounts are coordinated for ministries and Crown corporations by Communications Services, Executive Council. Agencies of record may conduct activities such as the following:

- account planning/buying
- media planning/negotiation/buying
- production/project management
- strategic communications planning
- accounting/administration
- creative conceptualization
- copy-writing
- design

Note: In keeping with current government policy, the procurement of research and website services suppliers are specifically excluded from Agency of Record Accounts and are to be procured by Communications Services, Executive Council.

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.04 Ministries/Crown corporations should contact the Director of Communications Services, Executive Council to discuss requirements and procedures in procuring an agency of record.

.05 These accounts go to open competition among full-service advertising agencies when annual communications costs are valued at over \$250,000. Those accounts valued under \$250,000 will be procured through the short-form competition process established at Communications Services, Executive Council.

Formal Contract

.06 Ministries/Crown corporations are to draft a formal contract between the ministry/Crown corporation and the agency of record that has won the account in consultation with Communications Services, Executive Council. The ministry/Crown corporation must forward the contract to Communications Services, Executive Council for content approval prior to signing the contract.

Memo of Authorization

.07 Until contract negotiations have been completed, the ministry/Crown corporation must obtain a Memo of Authorization from Communications Services, Executive Council that covers the work to be performed by the agency of record.

Media Placement

.08 For media placement, approval of Communications Services, Executive Council via a Memo of Authorization is not required for invoices from agencies of record. The order document for media placement is called an insertion order which is provided by the ministry/Crown corporation and summarizes pertinent information such as type of media, date, time (if applicable), size (if applicable), and cost.

Minimum Supporting Documentation

.09 As a minimum, the invoice must be supported by the following:

- an order document, which records the understanding between the supplier and the ministry/Crown corporation regarding the details of the requested services (as a minimum, an order document must take the form of a

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“budget estimate” document that summarizes details of the requested services including deadlines, a cost estimate covering the project, and other pertinent information);

- a third-party invoice (when the agency of record uses a third party); and
- a tear sheet or affidavit (for media placement).

Ministries may attach, as supporting documentation to the invoice, tear sheets that are provided electronically or obtained online (e.g., produced through a publication's in-house system or through a vendor hosted system), if they provide proof of publication. Supporting documentation must include an audit trail to the origin of the tear-sheet (e.g., vendor-hosted system) and the date of publication.

An agency of record may bill media placement up to 90% on order. The balance is paid upon receipt of an invoice and required supporting documentation.

Specialty Supplier Project Accounts

.10

Specialty Services

Specialty Supplier Project Accounts are established for ministries and Crown corporations that require specialty services on an individual project basis or on an ongoing project basis, from a supplier other than its agency of record.

The work for Specialty Supplier Projects will fall into one of the categories below:

- Digital Film/Video Production
- Design
- Writing Services
- Research Services
- Direct Mail
- Events
- Communications Management
- Media Monitoring
- Signs and Displays
- Photography
- Website Services

For further clarification, please refer to the Communications Services Procurement Policy issued by Executive Council.

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- .11 Specialty Supplier Project Accounts go to open competition when communications requirements are valued at over \$75,000. Those accounts valued under \$75,000 will be tendered to suppliers from the Government of Saskatchewan registered supplier database through the processes established at Communications Services, Executive Council.

Memo of Authorization

- .12 Ministries/Crown corporations must obtain a Memo of Authorization from Communications Services, Executive Council that outlines the work to be performed unless an agency of record is used.

Invoice Processing

- .13 In order to be processed, an invoice must give at least a brief description of the work or service performed. All communications invoices are approved by the source ministry/Crown corporation through the normal processing and verification procedures.
- .14 All Specialty Supplier Service invoices must also be supported by Communications Services, Executive Council through a Memo of Authorization unless the invoice is from an agency of record. If the agency of record uses a third party, the third party invoice must be provided as supporting documentation.

Note: In keeping with current government policy, the procurement of research and website services suppliers are specifically excluded from Agency of Record Accounts and are to be procured by Communications Services, Executive Council.

Printing Services

Printing Services

- .15 Printing includes annual reports, brochures, pamphlets, publications, stationery, newsletters, business forms and all other printed materials as determined by Communications Services, Executive Council.
- .16 Agency input may be appropriate for ministries/Crown corporations who have an agency of record. The agency may be used for such things as creative, writing, and project liaison but will not be involved in procurement. When an external service provider is necessary in lieu of agency input, these services are procured through the supplier database maintained

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by Communications Services.

Requisitions

- .17 Ministries/Crown corporations complete a detailed print requisition that is supplied to Communications Services, Executive Council.
- .18 Communications Services, Executive Council reviews the print requirements on the requisition, consults with the ministry/Crown corporation client regarding supplier selection, initiates the tendering procedures and then issues a purchase order to the awarded printer.
- .19 The printer works with the client ministry/Crown corporation and ad agency (if one is used) to complete the job satisfactorily, and sends the finished job to the ministry/Crown corporation or specified location.

Change Orders

- .20 All changes to the print requirements after the original order is placed require the approval of the client and Communications Services, Executive Council, who will then issue a Change Order.

Standing Offers

- .21 A Standing Offer is awarded to the supplier for a fixed term, so that all government ministries/Crown corporations may deal directly with the supplier to purchase the appropriate goods or service.

Local Purchase Orders

- .22 These services can be easily and directly sourced by government ministries, boards, commissions and agencies through the use of Local Purchase Orders drawn against Standing Offers established by Communications Services, Executive Council for Copying and Stationery.

- Copying Contract
 - fewer than 20,000 impressions
 - maximum dollar value of \$1,000

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- Stationery – quantities determine price and product
 - business cards
 - letterhead
 - envelopes
 - ministerial stationery
- .23 Requests for Quotations for print projects that are frequently printed in a consistent format over a fixed term for a specific ministry/Crown corporation shall be made to an appropriate group of pre-qualified suppliers. A Standing Offer is awarded to the supplier for a one-year term. Client ministries/Crown corporations deal directly with the supplier to purchase the appropriate goods or service.

References

[3150 Timing of Supplier Payments](#)

[3152 Interest on Late Supplier Payments](#)

[4540 Primary Research](#)

[Communications Services Procurement Policy](#) (Executive Council)