

CORPORATION OF HAMILTON POLICY

Title of Policy		ADVERTISING POLICY	
This Applies to	All CoH Staff	File Number	
Policy Author		Date of Corporation of Hamilton	January 1, 2004
Position of Author		Resolution Number	
Aim	To detail the policy for the use of Corporation of Hamilton's communication equipment		

ADVERTISING POLICY

The rules on advertising signs are outlined in the **Advertising Regulations Act 1911** (*see attached*) that basically states that all advertising signs - except those permitted under the Act - are illegal. The Corporation of Hamilton CANNOT permit any advertisements in Hamilton that would be illegal under the 1911 Act.

The two major problems with advertising signs in Hamilton are as follows:

1. **Signs on Buildings** - These can only display a limited amount of information, and this is described under section 2K of the Act "***announcements, in letters not exceeding fifteen inches each in height or width, of the business name of the company, firm or person carrying on business on the premises and the general character of the business carried on therein***".
2. **Sandwich Board Signs** - Although these are not specifically against the law, there are two points to bear in mind. (a) The Corporation of Hamilton owns the City sidewalks and it is strictly against the law to obstruct them without the express permission of the Corporation. Permission is not given under any circumstances for the display of sandwich boards on City sidewalks. (b) Shops with their own verandahs such as the stores along Front Street could argue that their sandwich boards are on private property, but they must still conform to the rules about Signs on Building (see above). This means that a sandwich board displayed on private property must only display the name and the nature of the business. Section 4 of the Advertising Regulations Act 1911 states that "***No person shall act, or employ any other person to act, as a sandwich man or for similar purposes to walk through any public street or highway, solely or chiefly for the purposes of exhibiting advertisements***".
3. If you have any questions about these guidelines, please contact the Bermuda Government or the Department of Planning directly at planning2@gov.bm or 297-7756.
4. All signage should still be sent to the Marketing Coordinator for final approval from the City's Marketing and Communications Department prior to production or display as the design must still be approved.

Having explained these general rules, the following advertisements are strictly against the law and should be avoided-

- Signs on the outside of a building advertising BRAND NAMES unless the brand name is also an integral part of the name of the store e.g. Royal Gazette Stationery Store. Please note that brand names can be displayed INSIDE the store window.
- Signs on the outside of a building making statements such as "Bermuda's Best, Bermuda Cheapest" etc.
- Sandwich Boards on private property making statements such as "Buy one - Get one free".