
From: Rick.Belanger@ontario.ca [Rick.Belanger@ontario.ca]
on behalf of Rick.Belanger@ontario.ca
Sent: 5/28/2012 3:32:01 PM
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Subject: ACCS Reporting 2011/12 - Resend
Attachments: Procurement_Dir_on_Advertising.pdf; 2011-12 Contract Expenditure Template.xls
Importance: High

Good morning,

It has come to my attention that, due to an email server issue, many of the agency recipients on my distribution list did not receive this email, which was sent March 15, 2012. *Note that ARB sends this request directly to agencies as a*

courtesy; so it is possible that your reporting ministry has already taken care of forwarding the request. If this is the case, please let me know if will be able to submit your report this week, or if you require an extension.

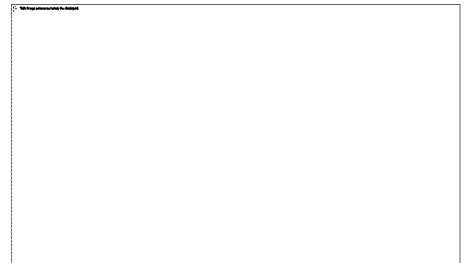
Otherwise; to ensure that agencies have time to complete the report, the submission deadline has been extended by one month to **June 25, 2012**.

You may contact me with any questions or if you require additional information.

Regards,

/r

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Advertising Review Board

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March 15, 2012

Memorandum To: Deputy Ministers / Agency CEOs

cc: Communications Directors
Karen Hughes, ADM, CAO, Ministry of Government Services

Subject: ACCS Reporting 2011/12

Advertising and Creative Communications Services (ACCS) Report – FY 11/12

As outlined on page 9 of the attached Management Board *Procurement Directive on Advertising, Public and Media Relations, and Creative Communications Services*, ministries and government agencies are responsible

for reporting annually to the Advertising Review Board on the use of advertising, public and media relations, and creative communications services.

This report must include a summary breakdown on procurement, value and management of all such services during each fiscal year, and is due by May 31 following the end of the fiscal year covered by the report. Agencies must also provide the Chief Administrative Officer in its contact ministry with a copy of the agency's report.

Following the instructions in the attached template, please complete the required information for all advertising, public relations and creative communications services contracts in use by your ministry or agency for the period April 1, 2011 to March 31, 2012. This information will be reported to Management Board of Cabinet and will be published in the Advertising Review Board 2011/12 Annual Report.

Deadline

Completed reports are due to the Advertising Review Board by **May 28, 2012** and should be submitted via email to Rick Belanger, Information Coordinator. Questions should be forwarded to him via telephone (416) 327-2223 or email: rick.belanger@ontario.ca.

Please note that this reporting requirement **does not apply** to the cost of paid media acquired through *Media Buying Services, ZenithOptimedia, Day Advertising, or TAMM Communications*.

Failure to respond to this request must be noted in the report to Management Board of Cabinet.

Thank you very much for your co-operation.

(Original Signed by)

Laurie Sloan
Managing Director
