

ANNUAL REPORT ON  
GOVERNMENT OF CANADA

# ADVERTISING ACTIVITIES

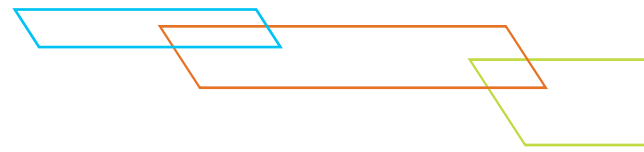
2024 to 2025



Government  
of Canada

Gouvernement  
du Canada

Canada



This report has been compiled to inform Canadians about the advertising activities undertaken by the Government of Canada during fiscal year 2024 to 2025. Advertising activities in this report pertain to institutions subject to the [Policy on Communications and Federal Identity](#) and its supporting instruments. These apply to departments and other portions of the federal public administration as set out in Schedules I, I.1 and II of the [Financial Administration Act](#), unless excluded by specific acts, regulations or orders in council. All amounts exclude taxes.

For clarity and to ensure common understanding, please refer to the [glossary](#) at the end of this report.

*Aussi disponible en français sous le titre : [Rapport annuel sur les activités de publicité du gouvernement du Canada 2024 à 2025](#).*

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## AT A GLANCE

**\$78.15**  
million

Spent on advertising

**46**

Institutions

**1**

Agency of Record  
(AOR)

**\$64.20** million

Media expenditures for media placement through the **AOR**

Digital media

**63%**

(\$40.57 million)



Traditional media

**37%**

(\$23.63 million)



**63%**

\$25.69 million  
display programmatic and  
non-programmatic



**19%**

\$7.55 million  
social media



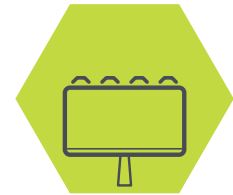
**18%**

\$7.33 million  
search engine marketing



**52%**

\$12.38 million  
television



**35%**

\$8.34 million  
out-of-home



**11%**

\$2.68 million  
radio



**1%**

\$222 thousand  
print

# OVERVIEW OF GOVERNMENT OF CANADA ADVERTISING EXPENDITURES

This section provides information on advertising expenditures reported by 46 Government of Canada (GC) institutions. Amounts represent total advertising expenditures, which encompass media planning, media placement with and without the Agency of Record (AOR), as well as creative production.

On March 27, 2025, the Government of Canada implemented the updated [Policy on Communications and Federal Identity](#) and the [Directive on the Management of Communications and Federal Identity](#).

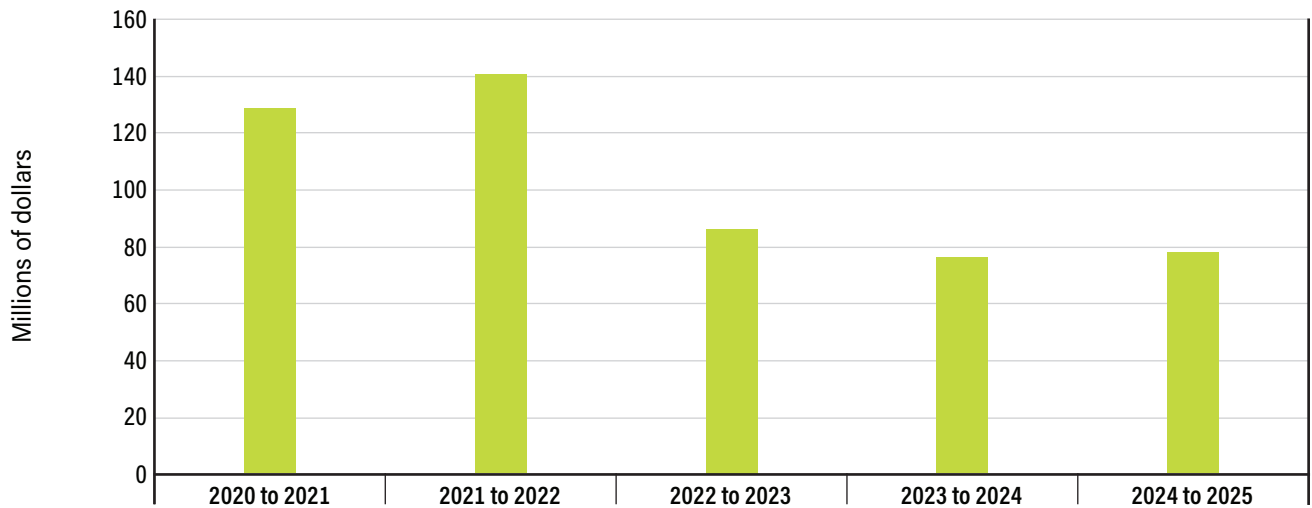
With the new directive, heads of communications now have the authority to purchase media space directly from media outlets for campaigns with a total media buy of \$40,000 compared to the previous threshold of \$25,000 or less. The updated policy also revises the threshold for mandatory campaign evaluations. Previously, advertising campaigns with media buys exceeding \$1 million required an evaluation. The new directive raises this threshold to \$2 million.

All GC advertising campaigns with a budget over \$250,000 undergo a mandatory external review, the [Advertising Oversight Mechanism](#) (non-partisan review process), to ensure that all GC advertising is non-partisan, according to the definition found in the [Policy on Communications and Federal Identity](#). [Review results and decisions](#) are available online.

Values are rounded to the nearest whole number. The sum of values may not add up exactly to the totals indicated due to rounding.

For more information on advertising expenditures reported in each fiscal year, consult the corresponding [annual reports](#).

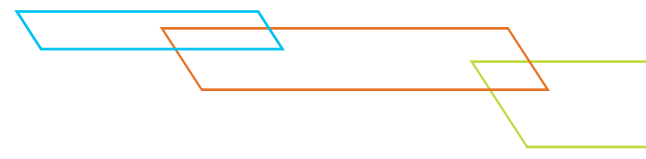
**Figure 1: Advertising expenditures by fiscal year for the last 5 years**



Fiscal year	2020 to 2021	2021 to 2022	2022 to 2023	2023 to 2024	2024 to 2025
Expenditures (millions of dollars)	\$128.9	\$140.8	\$86.1	\$76.4	\$78.2

**Table 1: Advertising expenditures by institution for fiscal year 2024 to 2025**

Institution	With the AOR	\$ With AOR through the Emerging Needs Fund	Without the AOR	Total
Employment and Social Development Canada	\$8,526,183	\$0	\$29,280	\$8,555,463
Canada Revenue Agency	\$7,432,307	\$906,165	\$594	\$8,339,066
Health Canada	\$7,961,746	\$0	\$0	\$7,961,746
National Defence	\$6,940,339	\$0	\$140,234	\$7,080,573
Environment and Climate Change Canada	\$6,880,177	\$0	\$53,834	\$6,934,011
Housing, Infrastructure and Communities Canada	\$5,308,238	\$0	\$0	\$5,308,238
Public Health Agency of Canada	\$5,278,509	\$0	\$3,715	\$5,282,224
Immigration, Refugees and Citizenship Canada	\$3,948,778	\$0	\$0	\$3,948,778
Financial Consumer Agency of Canada	\$3,490,450	\$0	\$0	\$3,490,450
Global Affairs Canada	\$3,100,347	\$0	\$258,754	\$3,359,102
Parks Canada	\$2,950,760	\$0	\$285,897	\$3,236,656
Veterans Affairs Canada	\$2,640,755	\$0	\$22,139	\$2,662,893
Privy Council Office	\$2,469,213	\$0	\$0	\$2,469,213
Canadian Food Inspection Agency	\$1,825,490	\$0	\$903	\$1,826,393
Innovation, Science and Economic Development Canada	\$1,634,403	\$0	\$25,000	\$1,659,403
Public Safety Canada	\$1,361,917	\$0	\$0	\$1,361,917
Natural Resources Canada	\$1,005,385	\$0	\$51,683	\$1,057,068
Communications Security Establishment Canada	\$595,637	\$0	\$0	\$595,637
Transport Canada	\$510,008	\$0	\$35,289	\$545,297
Fisheries and Oceans Canada	\$234,842	\$0	\$131,910	\$366,752
Canadian Heritage	\$202,824	\$0	\$81,433	\$284,257
Correctional Service Canada	\$224,861	\$0	\$50,146	\$275,007
Indigenous Services Canada	\$201,181	\$0	\$12,078	\$213,259
Public Services and Procurement Canada	\$45,447	\$0	\$165,478	\$210,925
Women and Gender Equality Canada	\$195,483	\$0	\$0	\$195,483
Agriculture and Agri-Food Canada	\$157,054	\$0	\$13,221	\$170,274
Impact Assessment Agency of Canada	\$0	\$0	\$140,036	\$140,036
The National Battlefields Commission	\$0	\$0	\$131,810	\$131,810
Statistics Canada	\$86,874	\$0	\$0	\$86,874
Administrative Tribunals Support Service of Canada	\$71,922	\$0	\$0	\$71,922
Royal Canadian Mounted Police	\$0	\$0	\$64,459	\$64,459
National Film Board	\$0	\$0	\$52,733	\$52,733
Canadian Grain Commission	\$0	\$0	\$44,287	\$44,287



Institution	With the AOR	\$ With AOR through the Emerging Needs Fund	Without the AOR	Total
Canadian Centre for Occupational Health and Safety	\$0	\$0	\$35,355	\$35,355
Canadian Radio-television and Telecommunications Commission	\$0	\$0	\$24,993	\$24,993
Public Service Commission of Canada	\$0	\$0	\$24,896	\$24,896
Crown-Indigenous Relations and Northern Affairs Canada	\$0	\$0	\$19,529	\$19,529
Library and Archives	\$0	\$0	\$18,780	\$18,780
National Research Council Canada	\$0	\$0	\$12,324	\$12,324
Canadian Northern Economic Development Agency	\$0	\$0	\$9,727	\$9,727
Canada Border Services Agency	\$0	\$0	\$9,470	\$9,470
Social Sciences and Humanities Research Council of Canada	\$0	\$0	\$5,522	\$5,522
Office of the Superintendent of Financial Institutions Canada	\$0	\$0	\$5,266	\$5,266
Accessibility Standards Canada	\$0	\$0	\$3,481	\$3,481
Canadian Nuclear Safety Commission	\$0	\$0	\$786	\$786
Public Prosecution Service of Canada	\$0	\$0	\$431	\$431
<b>TOTAL</b>	<b>\$75,281,128</b>	<b>\$906,165</b>	<b>\$1,965,470</b>	<b>\$78,152,764</b>



## GOVERNMENT OF CANADA MEDIA EXPENDITURES WITH THE AGENCY OF RECORD

This section provides information on media expenditures for all media placement made through the Agency of Record (AOR), on behalf of Government of Canada (GC) institutions. Amounts represent net media costs paid to media suppliers for the purchase of advertising space and time. Fees paid to the AOR to perform the media placement, as well as media planning and creative production expenditures are excluded.

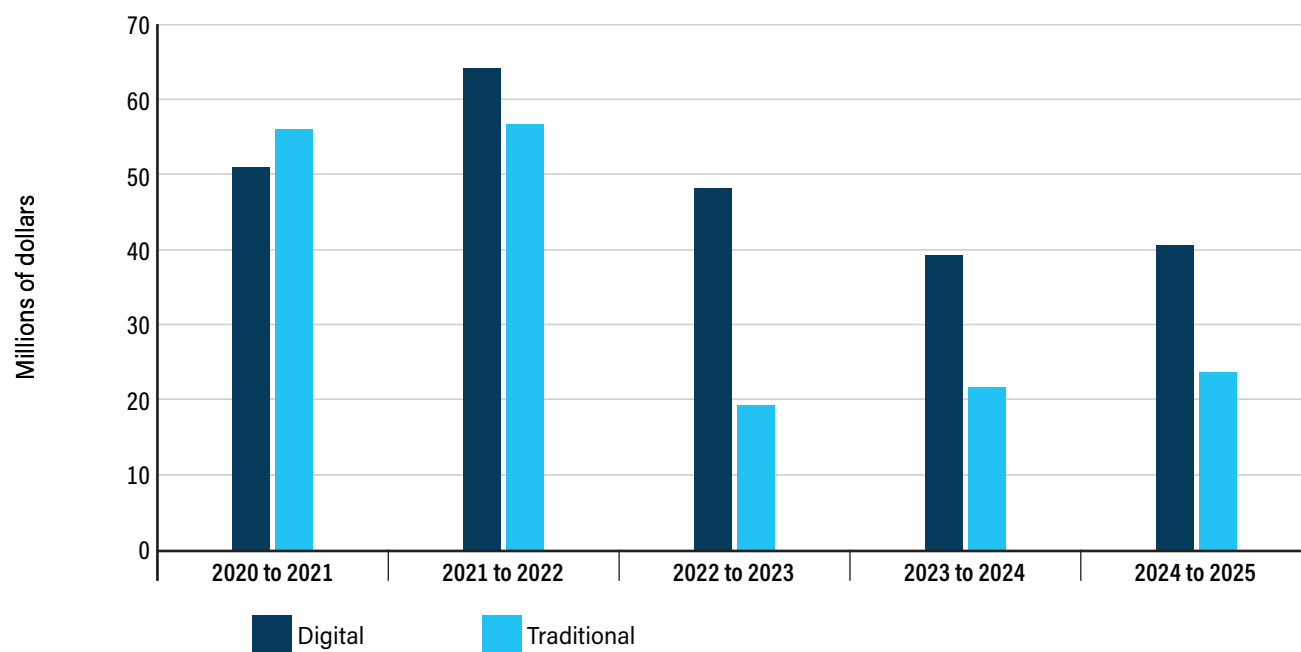
Values are rounded to the nearest whole number. The sum of values may not add up exactly to the totals indicated due to rounding.

These paragraphs describe the transition from one AOR contract and service model to another. The previous AOR contract ended on July 31, 2024, following a review process carried out during fiscal years 2022 to 2023 and 2023 to 2024. That review led to the conclusion of a new [AOR contract](#) for 2024 to 2027. The new contract was awarded through a national, open and transparent competitive process.

Between April 1 and July 31, 2024, the AOR was responsible for both media planning and media buying, while creative services were delivered by a roster of separately contracted agencies. Under the new service model, as of August 1, 2024, the AOR assists with media buying and provides media planning services upon request, while a roster of agencies continues to deliver planning and creative services.

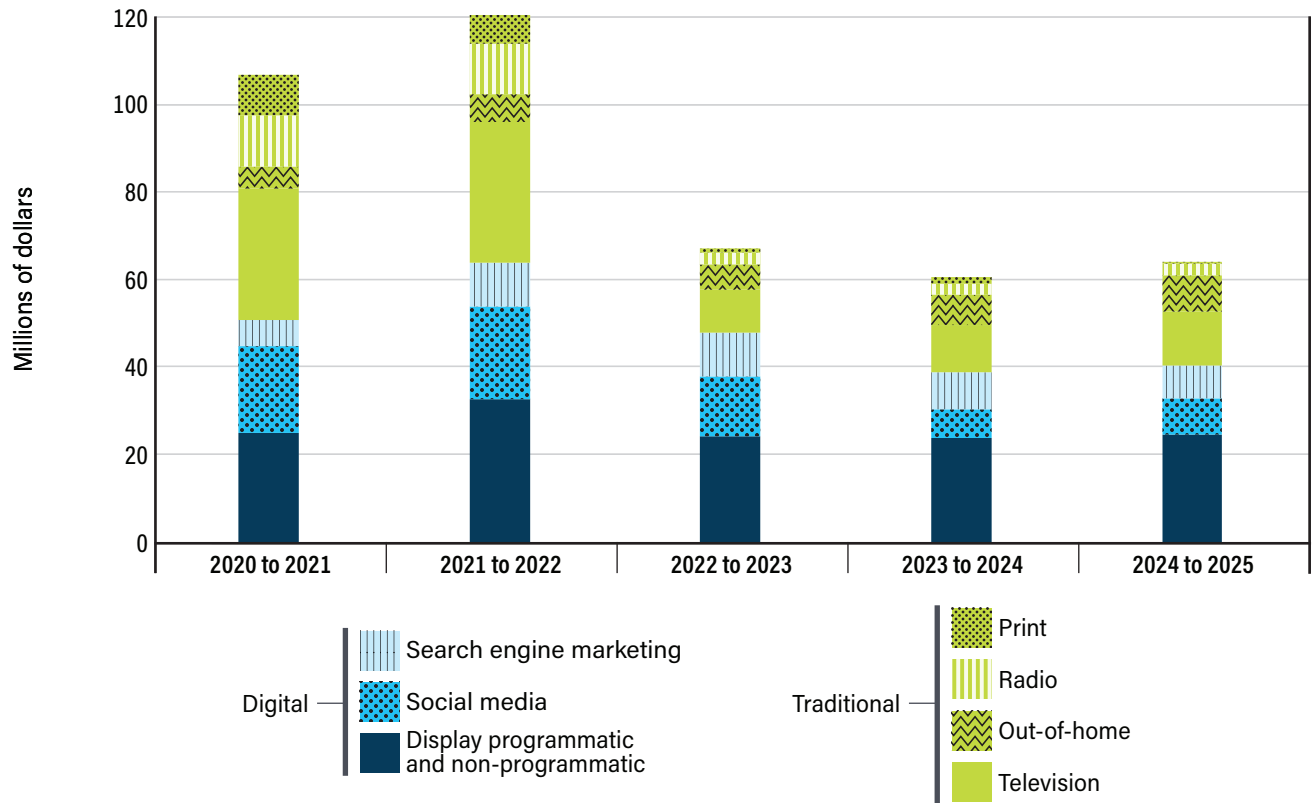
## Total media expenditures

Figure 2: Digital and traditional media expenditures over 5 years



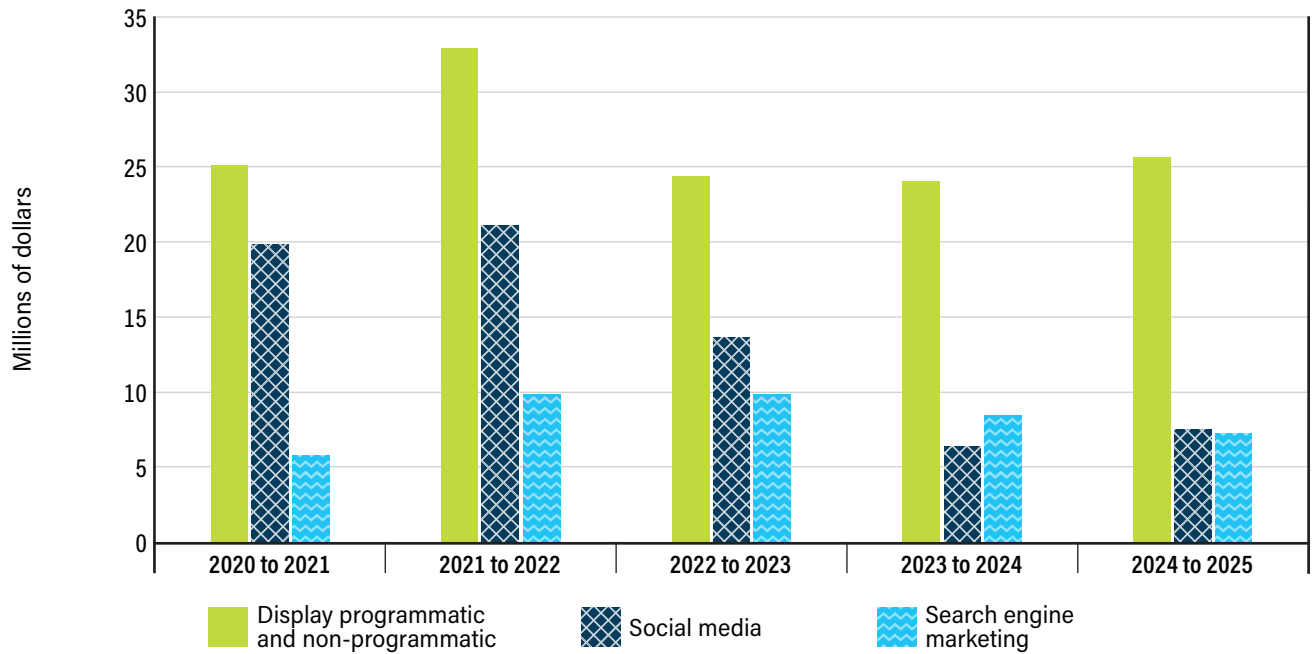
Media	2020 to 2021		2021 to 2022		2022 to 2023		2023 to 2024		2024 to 2025	
	\$	%	\$	%	\$	%	\$	%	\$	%
Digital	\$50,972,886	48%	\$64,052,571	53%	\$48,077,563	71%	\$39,175,815	64%	\$40,573,185	63%
Traditional	\$55,994,827	52%	\$56,604,884	47%	\$19,223,299	29%	\$21,570,781	36%	\$23,627,725	37%
<b>Total</b>	<b>\$106,967,713</b>	<b>100%</b>	<b>\$120,657,455</b>	<b>100%</b>	<b>\$67,300,862</b>	<b>100%</b>	<b>\$60,746,596</b>	<b>100%</b>	<b>\$64,200,909</b>	<b>100%</b>

Figure 3: Media expenditures breakdown by media type over 5 years



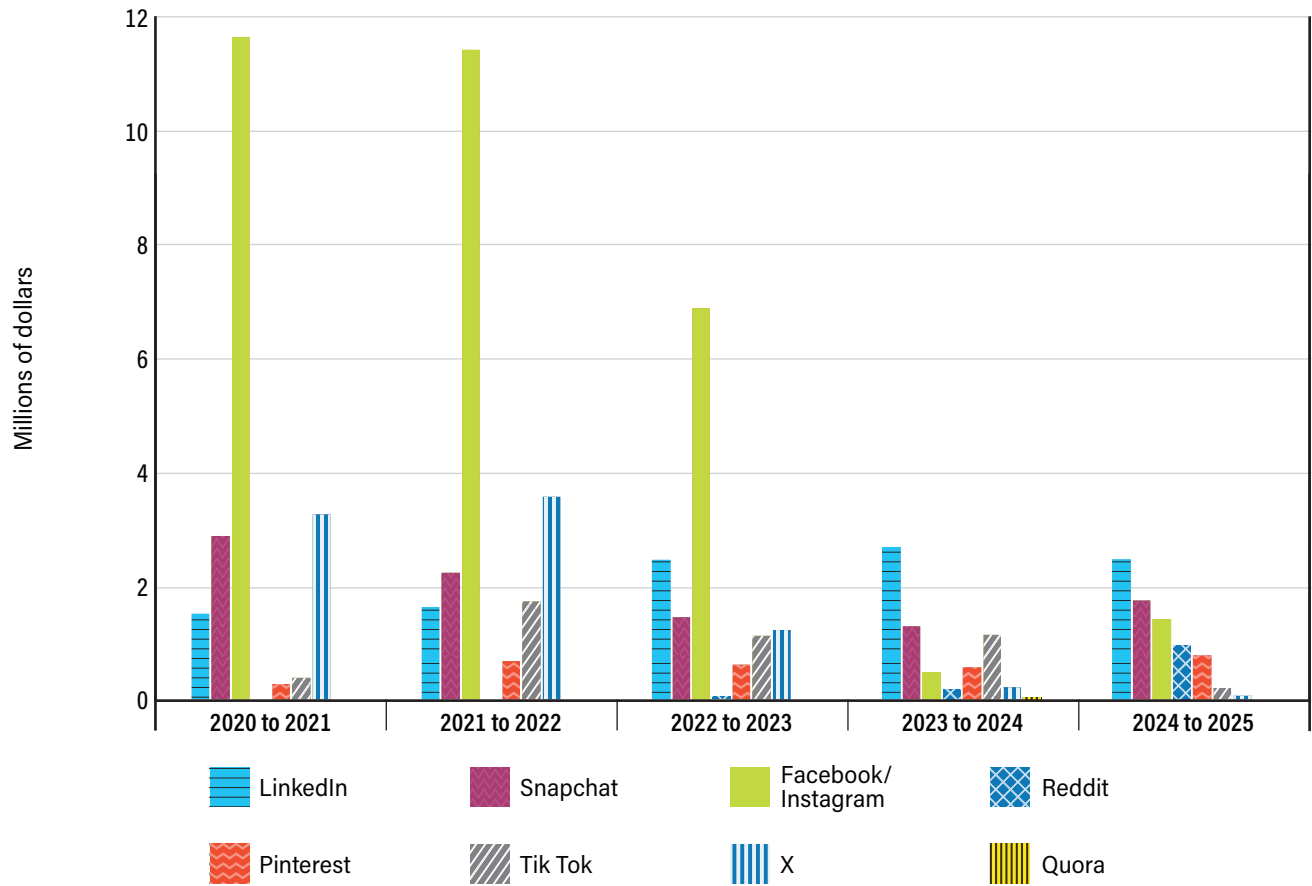
Media	2020 to 2021		2021 to 2022		2022 to 2023		2023 to 2024		2024 to 2025	
	\$	%	\$	%	\$	%	\$	%	\$	%
<b>Digital</b>										
Display programmatic and non-programmatic	\$25,184,394	24%	\$32,942,755	27%	\$24,462,493	36%	\$24,107,592	40%	\$25,686,673	40%
Social media	\$19,905,460	19%	\$21,205,519	18%	\$13,711,649	20%	\$6,514,749	11%	\$7,552,872	12%
Search engine marketing	\$5,883,032	5%	\$9,904,297	8%	\$9,903,420	15%	\$8,553,475	14%	\$7,333,640	11%
<b>Traditional</b>										
Television	\$30,125,369	28%	\$32,065,753	27%	\$9,934,507	15%	\$10,699,459	18%	\$12,380,087	19%
Out-of-home	\$4,966,913	5%	\$6,358,070	5%	\$5,663,566	8%	\$6,985,362	11%	\$8,340,766	13%
Radio	\$11,590,073	11%	\$11,669,182	10%	\$2,680,624	4%	\$2,501,548	4%	\$2,684,851	4%
Print	\$9,312,472	9%	\$6,511,880	5%	\$944,602	1%	\$1,384,411	2%	\$222,021	<1%
<b>Total</b>	<b>\$106,967,713</b>	<b>100%</b>	<b>\$120,657,455</b>	<b>100%</b>	<b>\$67,300,862</b>	<b>100%</b>	<b>\$60,746,596</b>	<b>100%</b>	<b>\$64,200,909</b>	<b>100%</b>

Figure 4: Digital media expenditures breakdown over 5 years



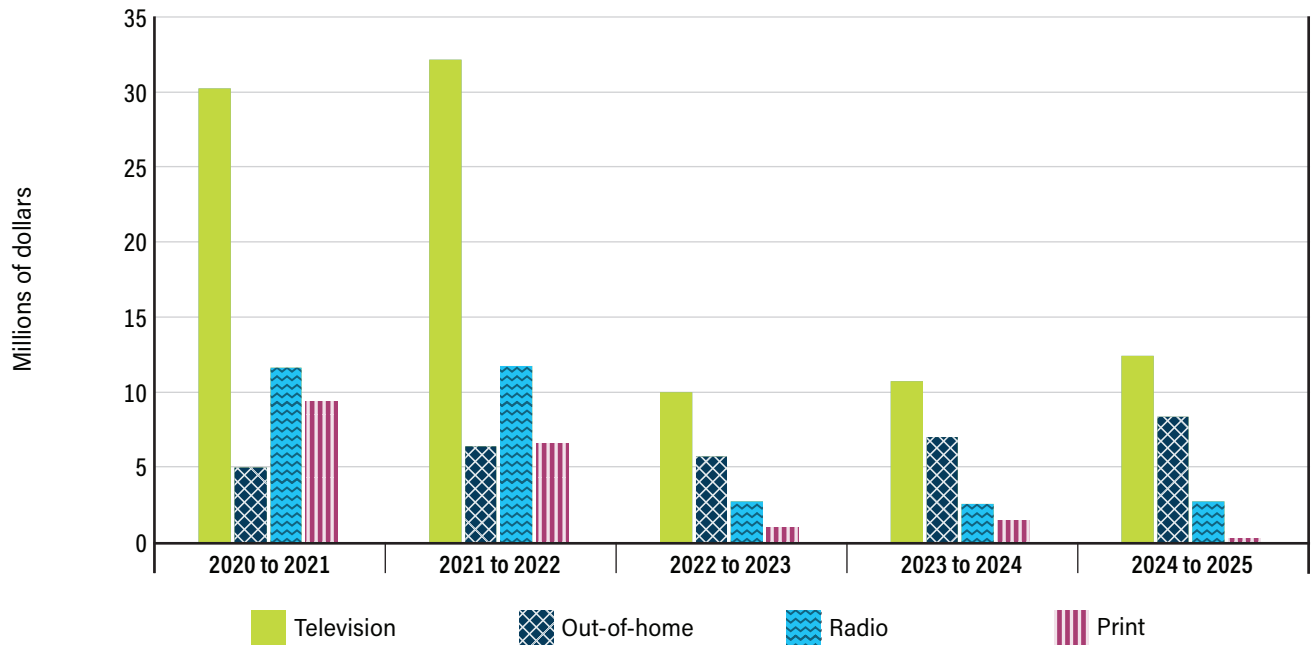
Media	2020 to 2021		2021 to 2022		2022 to 2023		2023 to 2024		2024 to 2025	
	\$	%	\$	%	\$	%	\$	%	\$	%
Display programmatic and non-programmatic	\$25,184,394	49%	\$32,942,755	51%	\$24,462,493	51%	\$24,107,592	62%	\$25,686,673	63%
Social media	\$19,905,460	39%	\$21,205,519	33%	\$13,711,649	29%	\$6,514,749	17%	\$7,552,872	19%
Search engine marketing	\$5,883,032	12%	\$9,904,297	15%	\$9,903,420	21%	\$8,553,475	22%	\$7,333,640	18%
<b>Total</b>	<b>\$50,972,886</b>	<b>100%</b>	<b>\$64,052,571</b>	<b>100%</b>	<b>\$48,077,563</b>	<b>100%</b>	<b>\$39,175,815</b>	<b>100%</b>	<b>\$40,573,185</b>	<b>100%</b>

Figure 5: Social media expenditures breakdown by platform over 5 years



Platform	2020 to 2021		2021 to 2022		2022 to 2023		2023 to 2024		2024 to 2025	
	\$	%	\$	%	\$	%	\$	%	\$	%
LinkedIn	\$1,501,624	8%	\$1,615,981	8%	\$2,451,979	18%	\$2,677,449	41%	\$2,461,943	33%
Snapchat	\$2,867,196	14%	\$2,223,055	10%	\$1,438,524	10%	\$1,278,183	20%	\$1,738,319	23%
Facebook / Instagram	\$11,649,636	59%	\$11,423,728	54%	\$6,876,769	50%	\$476,271	7%	\$1,409,238	19%
Reddit	\$0	0%	\$0	0%	\$18,200	<1%	\$169,096	3%	\$954,876	13%
Pinterest	\$265,048	1%	\$664,698	3%	\$599,327	4%	\$561,118	9%	\$767,111	10%
Tik Tok	\$377,019	2%	\$1,717,617	8%	\$1,113,056	8%	\$1,130,691	17%	\$182,491	2%
X	\$3,244,935	16%	\$3,560,440	17%	\$1,213,794	9%	\$207,464	3%	\$38,894	<1%
QUORA	\$0	0%	\$0	0%	\$0	0%	\$14,476	<1%	\$0	0%
<b>Total</b>	<b>\$19,905,460</b>	<b>100%</b>	<b>\$21,205,519</b>	<b>100%</b>	<b>\$13,711,649</b>	<b>100%</b>	<b>\$6,514,749</b>	<b>100%</b>	<b>\$7,552,872</b>	<b>100%</b>

**Figure 6: Traditional media expenditures breakdown by media type over 5 years**



Media	2020 to 2021		2021 to 2022		2022 to 2023		2023 to 2024		2024 to 2025	
	\$	%	\$	%	\$	%	\$	%	\$	%
Television	\$30,125,369	54%	\$32,065,753	57%	\$9,934,507	52%	\$10,699,459	50%	\$12,380,087	52%
Out-of-home	\$4,966,913	9%	\$6,358,070	11%	\$5,663,566	29%	\$6,985,362	32%	\$8,340,766	35%
Radio	\$11,590,073	21%	\$11,669,182	21%	\$2,680,624	14%	\$2,501,548	12%	\$2,684,851	11%
Print	\$9,312,472	17%	\$6,511,880	12%	\$944,602	5%	\$1,384,411	6%	\$222,021	1%
<b>Total</b>	<b>\$55,994,827</b>	<b>100%</b>	<b>\$56,604,884</b>	<b>100%</b>	<b>\$19,223,299</b>	<b>100%</b>	<b>\$21,570,781</b>	<b>100%</b>	<b>\$23,627,725</b>	<b>100%</b>

## OFFICIAL LANGUAGES

Reaching Canadians in the official language of their choice, regardless of where they reside, is a mandatory requirement for Government of Canada (GC) advertising. All media plans are developed, reviewed, and approved in accordance with this requirement. Amounts in the tables below include media expenditures for all media placement in English and French.

Media expenditures by official language is based on ad language. Media expenditures for bilingual ads are divided equally between English and French.

Values are rounded to the nearest whole number. The sum of values may not add up exactly to the totals indicated due to rounding.

**Table 2: Overview of media expenditures in English and French**

Media	English		French		Total
	Expenditures	Distribution	Expenditures	Distribution	
Digital	\$28,905,844	72%	\$11,134,088	28%	\$40,039,932
Traditional	\$18,009,972	78%	\$5,150,839	22%	\$23,160,811
<b>Total</b>	<b>\$46,915,816</b>	<b>74%</b>	<b>\$16,284,927</b>	<b>26%</b>	<b>\$63,200,743</b>

**Table 3: Digital media expenditures breakdown in English and French**

Media	English		French		Total
	Expenditures	Distribution	Expenditures	Distribution	
Display programmatic and non-programmatic	\$18,285,001	74%	\$6,295,061	26%	\$24,580,062
Social media	\$5,946,196	71%	\$2,385,197	29%	\$8,331,394
Search engine marketing	\$4,674,647	66%	\$2,453,829	34%	\$7,128,477
<b>Total</b>	<b>\$28,905,844</b>	<b>72%</b>	<b>\$11,134,088</b>	<b>28%</b>	<b>\$40,039,932</b>

**Table 4: Traditional media expenditures breakdown in English and French**

Media	English		French		Total
	Expenditures	Distribution	Expenditures	Distribution	
Television	\$10,466,879	85%	\$1,908,851	15%	\$12,375,731
Out-of-home	\$5,512,379	66%	\$2,793,034	34%	\$8,305,413
Radio	\$1,956,402	82%	\$429,043	18%	\$2,385,445
Print	\$74,311	79%	\$19,911	21%	\$94,222
<b>Total</b>	<b>\$18,009,972</b>	<b>78%</b>	<b>\$5,150,839</b>	<b>22%</b>	<b>\$23,160,811</b>

# APPENDICES

## Appendix I: Glossary

This section provides definitions of terms used in this report related to Government of Canada (GC) advertising, for clarity and to ensure common understanding. The terms may have a broader meaning beyond this report and therefore, these definitions should only be applied in the context of this report.

### Advertising

In the context of all GC advertising activities, “advertising” is defined as ([\*Policy on Communications and Federal Identity, Appendix: Definitions\*](#)):

Any message conveyed in Canada or abroad and paid for by the government for placement in media, including but not limited to newspapers, television, radio, cinema, billboards and other out-of-home media, mobile devices, the Internet, and any other digital medium.

### Advertising expenditures

Total of all expenditures, including media planning, media placement, creative production and fees paid to the Agency of Record (AOR) to perform the media placement.

### Agency of Record (AOR)

Private sector supplier selected by the GC through a competitive process that plans, negotiates, consolidates, purchases and verifies advertising media space and time for government advertising.

### Digital

All advertising on the Internet, including display programmatic and non-programmatic, social media and search engine marketing.

### Display

Advertising on the Internet through banners, including various formats made up of text, images, animation/ gifs, video and audio.

### Display non-programmatic

Display advertising purchased through direct buys where media suppliers receive insertion orders or contracts, and billing takes place between the suppliers and the AOR.

### Display programmatic

Display advertising purchased and served in real time through demand-side platforms, supply-side platforms and an ad server, managed by the AOR using programmed algorithms and where billing is managed through the ad server.



## Emerging Needs Fund

The Emerging Needs Fund is managed by Public Services and Procurement Canada (PSPC) and allows for advertising resources to be available for high-priority urgent and/or unforeseen initiatives identified by the Privy Council Office (PCO), that occur during the fiscal year.

## Media expenditures

Net media costs paid to suppliers for advertising space and time. Fees paid to the AOR to perform the media placement, as well as media planning and creative production costs are excluded.

## Media placement

The purchase of advertising time or space, for example, for television, radio, newspapers, magazines, social media, websites, web applications, mobile applications, cinemas or out-of-home media.

## Non-partisan communications

In the context of all GC communications products and activities, “non-partisan” means ([Policy on Communications and Federal Identity, Appendix: Definitions](#)):

- objective, factual and explanatory;
- free from political party slogans, images, identifiers, bias, designation or affiliation;
- the primary colour associated with the governing party is not used in a dominant way, unless an item is commonly depicted in that colour; and
- advertising is devoid of any name, voice or image of a minister, member of Parliament or senator.

## Out-of-home

Advertising media to which audiences are exposed outside the home such as mall posters, billboards, bus and transit-shelter advertisements, digital screens and kiosks, etc.

## Search engine marketing

Advertising used to promote websites and attract visitors by increasing their visibility in search engine results, on search engine platforms.

## Social media

A website or application that enables users to create and share content or to connect with others.



## Appendix II: Process

The Government of Canada (GC) has an obligation to inform Canadians about policies, programs, services, rights and responsibilities, as well as to alert them of dangers to health, safety or the environment. Advertising is one means of communications used to achieve this.

Rigorous annual planning and reporting mechanisms are in place to ensure that advertising activities align to government priorities, comply with applicable laws, policies and related instruments, and meet the information needs of Canadians.

GC advertising is conducted in accordance with the [Policy on Communications and Federal Identity](#) and its supporting instruments. Many organizations are involved, including [institutions](#), the [Privy Council Office \(PCO\)](#), the [Treasury Board of Canada Secretariat \(TBS\)](#) and [Public Services and Procurement Canada \(PSPC\)](#). Their relationships and primary responsibilities are described below:

### Institutions

Departments and other portions of the federal public administration operating under Schedules I, I.1 and II of the [Financial Administration Act](#) develop advertising plans based on the priorities of the institutions and the Government.

Once approval is obtained, institutions work with PSPC for the procurement of advertising services as needed. Creative services are provided by creative agencies, and media planning and buying services are provided by the Agency of Record (AOR). Heads of communications can decide to purchase media space directly from media outlets for campaigns that have a total media buy of \$25,000 or less, in accordance with the [Directive on the Management of Communications and Federal Identity](#).

Institutions are responsible for managing all aspects of their advertising activities and for ensuring that campaigns reach their target audiences using the appropriate media with the appropriate message at the correct time. Along with this, they are responsible for ensuring that all communications adhere to the [Official Languages Act](#), and for evaluating the effectiveness of their advertising activities.

Institutions are also required to record all their advertising activities in the GC Advertising Management System (AdMIS), which is maintained by PSPC and used to produce the [Annual Report on Government of Canada Advertising Activities](#).

### Privy Council Office (PCO)

PCO sets broad government communications themes that reflect government priorities, as determined by the Prime Minister, Cabinet, Cabinet committees and the Clerk of the Privy Council.

Institutions are required to submit their advertising plans to PCO, which then works with the Prime Minister's Office to develop the GC annual advertising plan. Once the plan is approved, PCO prepares relevant documentation so that institutions receive funding from the central advertising fund; institutions can also fund their advertising activities from their own budgets.

PCO also provides government-wide oversight of GC advertising activities and coordinates GC advertising to ensure that the overall approved budget levels are respected and that evaluation results are used to help inform the development of future advertising activities.



## Treasury Board of Canada Secretariat (TBS)

TBS issues administrative policies, including the [Policy on Communications and Federal Identity](#), which governs communications activities, including advertising. The Policy aligns GC communications practices with today's digital environment and includes a requirement that all communications products and activities, including advertising, be non-partisan.

TBS oversees the non-partisan advertising review process for campaigns over \$250,000. It also monitors the effectiveness of the process and publishes the [review results and decisions](#) on Canada.ca.

TBS also manages the Treasury Board submission process to secure advertising funding for institutions.

## Public Services and Procurement Canada (PSPC)

Three directorates at PSPC are involved, including the Advertising Services Directorate (ASD), the Communications and Advertising Procurement Directorate (CAPD) and the Public Opinion Research Directorate (PORD):

### ASD:

- provides technical advice and advisory and coordination services to GC institutions on the government advertising process, best practices, and relevant laws, policies and related instruments;
- manages the AOR contract;
- works with the CAPD to develop advertising services procurement tools for use by GC institutions, which align with current industry best practices and today's environment;
- provides training to the government advertising community to ensure that their knowledge and abilities remain up to date;
- manages the Emerging Needs Fund;
- maintains AdMIS and issues project registration numbers for advertising activities and advertising numbers (ADV) for media placement to GC institutions to record all their advertising activities and expenditures; and
- produces the [Annual Report on Government of Canada Advertising Activities](#).

### CAPD:

- sole authority responsible for the procurement of advertising and public opinion research services, including pre- and post-campaign testing and evaluation for advertising activities;
- manages the procurement process to select [advertising services suppliers](#) for GC institutions; and
- works with ASD to develop advertising services procurement tools for use by GC institutions.

### PORD:

- advises institutions about the public opinion research process, research methodologies, and compliance with relevant laws, policies and related instruments; and
- reviews research projects related to advertising pre-testing and evaluation, a mandatory process for campaigns with media buys over \$1 million.

## Appendix III: Laws and policies

### Laws

#### [Financial Administration Act](#)

The purpose of this Act is to provide for the financial administration of the Government of Canada (GC), the establishment and maintenance of the accounts of Canada and the control of Crown corporations.

#### [Official Languages Act](#)

The purpose of this Act is to:

- (a) ensure respect for English and French as the official languages of Canada and ensure equality of status and equal rights and privileges as to their use in all federal institutions, in particular with respect to their use in parliamentary proceedings, in legislative and other instruments, in the administration of justice, in communicating with or providing services to the public and in carrying out the work of federal institutions;
- (b) support the development of English and French linguistic minority communities in order to protect them while taking into account the fact that they have different needs;
  - (b.1) advance the equality of status and use of the English and French languages within Canadian society, taking into account the fact that French is in a minority situation in Canada and North America due to the predominant use of English and that there is a diversity of provincial and territorial language regimes that contribute to the advancement, including Quebec's Charter of the French language, which provides that French is the official language of Quebec;
  - (b.2) advance the existence of a majority-French society in a Quebec where the future of French is assured; and
- (c) set out the powers, duties and functions of federal institutions with respect to the official languages of Canada.

### Policies

#### [Policy on Communications and Federal Identity](#)

This policy gives context and rules for how the GC enables internal and external communication with the public about policies, programs, services and initiatives, including the administration of the GC official symbols.

#### [Directive on the Management of Communications and Federal Identity](#)

This directive provides rules for managing and coordinating communications, including procedures for advertising, public opinion research, social media, external-facing websites and mobile applications.

- [Appendix A: Mandatory Procedures for Advertising](#)

These procedures are an appendix to the [Directive on the Management of Communications and Federal Identity](#). They provide procedural rules for planning and coordination, contracting, production and media planning, as well as creative testing and evaluation of GC advertising activities.

- [Advertising Oversight Mechanism](#)

The [Directive on the Management of Communications and Federal Identity](#) requires that GC advertising comply with the oversight mechanism for non-partisan advertising. The mechanism is an external review process that supports the Government's commitment to ensure that all communications, including advertising, are non-partisan.

