

CITY OF SAN DIEGO  
ADMINISTRATIVE REGULATION

|  |                                     |            |                |
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| SUBJECT  | Number<br>25.80                     | Issue<br>4 | Page<br>1 of 3 |
| OFFICIAL CITY ADVERTISING PUBLISHED BY THE OFFICIAL CITY NEWSPAPER AND BY AUXILIARY PUBLICATIONS | Effective Date<br>December 21, 2018 |            |                |

1. PURPOSE

1.1. To establish procedures for *Official Advertising* and *Public Notifications* in the *City Official Newspaper* and any *Auxiliary Publication*.

2. SCOPE

2.1. This regulation applies to all City of San Diego (City) departments.

3. DEFINITIONS

3.1. *Auxiliary Publication* – A publication that targets a specific segment of the community.

3.2. *City Official Newspaper* – The newspaper to which the City awards its advertising contract.

3.3. *Official Advertising* – Advertisings that is required to be published by law.

3.2. *Public Notifications* – Notices provided as a courtesy, but not required by law.

4. POLICY

4.1. The procedure outlined in this regulation shall be applied when any City department is utilizing the *City Official Newspaper* for advertising purposes.

4.2. The procedure outlined in this regulation shall also be applied when any department is utilizing *Auxiliary Publication* for advertisement purposes in addition to the *City Official Newspaper* of daily circulation.

(Supersedes Administrative Regulation 25.80, Issue 3, effective July 1, 2010)

(Supersedes Administrative Regulation 35.05, Issue 1, effective February 1, 1980)

(Supersedes Administrative Regulation 35.10, Issue 4, effective February 1, 1980)

(Supersedes Administrative Regulation 35.20, Issue 2, effective July 1, 1967)

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Authorized

(Signed by Kris Michell

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CHIEF OPERATING OFFICER

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5. RESPONSIBILITY

5.1. Purchasing and Contracting

5.1.1. Awards the *Official Advertising* contract in accordance with the City Charter, Municipal Code, and Council Policy 100-15 (“Official City Advertising”).

5.2. Initiating Department

5.2.1. Determines the need for *Official Advertising* or other notification as required by adopted procedures (e.g. City Charter, Municipal Code, and Council Policy 100-15 (“Official City Advertising”).

5.2.2. Contacts the current *City Official Newspaper* to publish the required advertising per adopted procedure.

5.2.3. Determines the need for advertisement in an *Auxiliary Publication* to supplement advertising in the *City Official Newspaper*. This supplemental advertising is strongly recommended when the initiating department determines one or more of the following criteria is met:

- a. A specific segment of the San Diego community will benefit from the City’s expanded outreach efforts.
- b. An advertisement in a community publication can inform the specific segment better than an advertisement in the *City Official Newspaper*.
- c. An advertisement in a community publication will be more likely to achieve the desired response.
- d. An advertisement in a community publication will be likely to produce more bids, lower bids, or better proposals.

5.2.4. Contacts the *Auxiliary Publication* to publish advertising.

5.2.5. When a department makes a determination that more than one community publication can be used as an *Auxiliary Publication* under Section 5.2.3, the initiating department will rotate the use of each publication’s services equally in an alternating pattern (e.g., service will be in alphabetical order).

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APPENDIX

Legal References

Council Policy 100-15  
Municipal Code § 22.3206(b)

Subject Index

Advertising in Official City Newspapers  
Newspaper and Auxiliary Publication  
Newspapers, Advertising in  
Publications, Advertising in

Administering Department

Purchasing and Contracting