

## Roscommon County Council – State Advertising Compliance Plan

### PURPOSE

To ensure that all state advertising activities conducted by Roscommon County Council are compliant with the European Media Freedom Act (EMFA) requirements, promoting transparency, fairness, and accountability.

### SCOPE

This plan applies to:

- All advertising placed directly by the Council.
- Advertising placed via intermediaries (e.g., agencies).
- (Facebook, Instagram, YouTube, TikTok, X).
- The award of supply or service contracts to a media service or online platform for goods or services other than state advertising, e.g. audiovisual productions, market data and consulting or training services.

### CRITERIA FOR AWARDING STATE ADVERTISING

Advertising contracts will be awarded based on the following transparent and objective criteria:

Criterion	Description
Value for Money	Cost-effectiveness of the advertising spend relative to reach and impact.
Geographical Reach/Performance Metrics	Ability to reach audiences within County Roscommon and surrounding areas/ Proven reach (e.g., views, circulation, listenership) and engagement rates.
Statutory Compliance	Fulfilment of statutory obligations (e.g., Irish language advertising, funder requirements).
Platform Suitability	Appropriateness of the media or platform for the campaign's message and goals.

### PROCEDURES FOR AWARDING ADVERTISING

Advertising will be awarded through the following procedures:

- Advance Publication of Criteria - Criteria listed above will be published on the Council's website.
- Open Procurement Process - Advertising business will be awarded using public procurement guidelines.
- Evaluation & Selection - Award will be given in line with public procurement guidelines.
- Reporting & Transparency

Annual reporting of advertising expenditure will begin in 2026 (in the first year covering August–December 2025).

Reports will include:

- Provider/platform names.
- Business group affiliations.
- Annual spend per provider.
- Total annual spend.

Reports will be published on the Council's website.