

## **Annex D – Advertisement Specifications**

The following specifications shall apply for advertisements outlining the applicant's intent to submit an application to the Board for a new licence, licence transfer or change of operator:

### **Information in Advertisements**

Depending on the type of licence application, the following information must be included:

#### **New Licence (Primary, Secondary or Aquaculture) or Addition of Species**

- Company name and location of applicant
- Type of licence
- Species being requested
- Location of processing facility
- Deadline for comments (i.e., 2 weeks from the date the ad will last appear in the newspaper)

#### **Transfer of Species or Licence (i.e., All Species)**

- Name and location of company to which species or licence transfer is being requested
- Type of licence being transferred
- Species being transferred
- Name and location of company from which species or licence transfer is being requested
- Plant location to where species or licence transfer is requested
- Deadline for comments (i.e., 2 weeks from the date the ad will last appear in the newspaper)

#### **Change of Operator**

- Name and location of company planning to purchase or lease the licensed processing facility
- Community in which the processing facility is located
- Company that is currently operating the processing facility
- Deadline for comments (i.e., 2 weeks from the date the ad will last appear in the newspaper)

### **Size of Advertisements**

All advertisements must be a minimum size of 2.25 inches in width and 5 inches in height. A sans serif font such as Arial should be used for all text. The heading of the ad must be all capital letters and bold style with a minimum of 11 Point Size. All other text in the ad must be a minimum of 10 Point Size.

### **Advertisement Placement**

All advertisements must appear in the Classified Section of the newspaper.

### **Sample Advertisements**

Sample ads for the various types of licence applications are shown on the following page.

Sample Advertisements

NEW LICENCE	LICENCE TRANSFER	CHANGE OF OPERATOR
<p><b>NOTICE OF FISH PROCESSING LICENSING APPLICATION</b></p> <p>TAKE NOTICE that ABC Seafood Ltd. of Fish Bight is applying under the provisions of the <i>Fish Inspection Act</i> and <i>Fish Processing Licensing Board Act</i> for the issuance of a Primary processing licence for Pelagics and Groundfish in Fish Bight in the Province of Newfoundland and Labrador.</p> <p>Comments on this application should be directed to:</p> <p>Fish Processing Licensing Board Secretariat                      P. O. Box 8700                      St. John's, NL A1B 4J6                      Tel: 709-729-3736                      Fax: 709-729-5995                      Email: <a href="mailto:fpbsecretariat@gov.nl.ca">fpbsecretariat@gov.nl.ca</a></p> <p>Comments must be received no later than February 27, 2005.</p>	<p><b>NOTICE OF FISH PROCESSING LICENSING APPLICATION</b></p> <p>TAKE NOTICE that ABC Seafood Ltd. of Fish Bight is applying under the provisions of the <i>Fish Inspection Act</i> and <i>Fish Processing Licensing Board Act</i> to transfer a Primary processing licence for Sea Cucumber from Tuns-a-Fish Inc. in Fish Harbour to Fish Bight in the Province of Newfoundland and Labrador.</p> <p>Comments on this application should be directed to:</p> <p>Fish Processing Licensing Board Secretariat                      P. O. Box 8700                      St. John's, NL A1B 4J6                      Tel: 709-729-3736                      Fax: 709-729-5995                      Email: <a href="mailto:fpbsecretariat@gov.nl.ca">fpbsecretariat@gov.nl.ca</a></p> <p>Comments must be received no later than February 27, 2005.</p>	<p><b>NOTICE OF FISH PROCESSING LICENSING APPLICATION</b></p> <p>TAKE NOTICE that ABC Seafood Ltd. of Fish Bight is applying under the provisions of the <i>Fish Inspection Act</i> and <i>Fish Processing Licensing Board Act</i> for a change of operator in the processing facility at Trout Cove currently operated by Lotsa Seafood Co. in the Province of Newfoundland and Labrador.</p> <p>Comments on this application should be directed to:</p> <p>Fish Processing Licensing Board Secretariat                      P. O. Box 8700                      St. John's, NL A1B 4J6                      Tel: 709-729-3736                      Fax: 709-729-5995                      Email: <a href="mailto:fpbsecretariat@gov.nl.ca">fpbsecretariat@gov.nl.ca</a></p> <p>Comments must be received no later than February 27, 2005.</p>