

Policy: Electronic Sign Board – Advertising and Rates

Preamble:

The Electronic Sign Board (ESB), situated at the corner of 50th Street and 50th Avenue upon the property of the Eldorado Elementary School, was erected by the Town of Drayton Valley. It is owned and operated by the Town for the purpose outlined below.

Commissioned by the Town, the primary purpose of the Electronic Sign Board (ESB) is for the interaction of the municipality, through announcements, with its residents and visitors and will be used for the promotion of the Town. It is also a medium for the dissemination of information and advertising of municipal, community and commercial events.

Posting of messages on the ESB, other than those related to municipal matters, shall therefore be governed by this policy and any amendments that may be made from time to time.

Definitions:

A Charity

Is an organization that is **legally registered** with the Canada Revenue Agency or with the Alberta Government and carries **valid registration** numbers from the relevant government body. The Charity must be based in the community or have a registered chapter that does work in the community or be sanctioned by action of Council to be eligible.

A Not for Profit or Non Profit Organization

A form of organizational structure which is institutionally operated on a cost recovery basis, for which incorporation is extended by the government or, in some jurisdictions, as unincorporated association of individuals, for a set of purposes set out in statute such as religious, scientific, social, literary, educational, recreational or benevolent purposes.

Commercial Organization

Is an organization that charges for a service/s with the intent to recover the original cost plus a markup value (a profit) for the service/s. Commercial organizations doing business in Town directly and/or indirectly and who possess a valid current business license from the Town are eligible to submit advertisements.

Policy:

1. A Charity or Not-for-Profit organization meeting the above definition/s will be eligible for ONE (1) free display advertisement in a calendar year (January 01 to December 31). The organization may choose the advertisement that they wish to display and the chosen advertisement may not run for longer than two (2) full weeks calculated from the date of the event. Organizations are restricted to advertising only those events that are not part of the regular service offered. The display advertisement must conform to the parameters as outlined in Schedule A.
2. A Charity or Not-for-Profit organization meeting the above definition/s and wishing to place more than the allotted one free display advertisement in a year may do so by paying the prescribed fee indicated in the attached Fee Schedule for each additional display advertisement. The display advertisement will then be displayed for the prescribed time. The display advertisement must conform to the parameters as outlined in Schedule A.
3. A Charity or Not-for-Profit organization meeting the above definition/s but one that does NOT operate a chapter in the Town or area is NOT eligible for the offer in Clause (1). They are allowed to advertise, providing the advertisement conforms to Clause (8), and must pay the prescribed fee set for a commercial organization.
4. A commercial organization requesting to place a display advertisement on the ESB must pay the prescribed fee as indicated in the attached Fee Schedule.
5. *Display advertisements will be run based upon the plan selected in the Fee Schedule.* The Town reserves the right to change or amend the duration period and/or the rate fee in the schedule.
6. The Town reserves the right to pre-empt, remove or delay a playing display advertisement for non-payment or any other reason/s it may deem necessary. There shall be no compensation for such loss of advertising time. However, if an advertisement is pre-empted or delayed *for reason/s and/or circumstances beyond the control of the Town, remedy is limited to an extension or increase in the frequency of the affected display advertisements.*
7. *Advertisements of the Town will retain priority over all other advertisements. The Town also reserves the right to limit the number of advertisements displayed to ensure the foregoing is achieved.*
8. All advertisements submitted for display must adhere to acceptable standards for public display of such advertisements *and be free of racism, discrimination and hate material.* The Town reserves the right to refuse a request for a display advertisement if, in its opinion, the display advertisement does not meet such acceptable standards. The Town also reserves the right to remove a playing display advertisement if a significant number of complaints are received. The advertiser will then receive a pro-rated refund from the Town.
9. *Organizations (excluding the Town) may not have more than two advertisements displayed on the ESB at any one time.*

10. The Town reserves the right to amend and/or modify the submitted display advertisement to conform to the specifications and limitations imposed by the sign size and the software. Every endeavour will be made to retain the essence of the message.
11. Every effort will be made to ensure that the electronic message contains the supplied information. However, the advertiser shall not hold the Town liable or responsible for any errors and/or omissions that may occur, howsoever caused.
12. Advertisements that promote events outside the geographical area of the Town will not be accepted for display.
13. The Town reserves the right to amend and/or make changes to this policy and the attached schedules. Such changes and/or amendments shall take effect immediately upon ratification.

Schedule A - Advertising Dimension and Duration

1. Each line not to exceed 15 letters
2. Total Frames not to exceed 1
3. Minimum Frame Display Duration 1.5 sec.
4. Maximum Frame Display Duration 2.2 sec.
5. Minimum Total Advertisement Duration 6 sec.
6. Maximum Total Advertisement Duration 8 sec.

Schedule B - Fee Schedule

Organization	Duration	Rate
Not for Profits	2 Weeks Maximum per Ad	
	Weekdays and Weekends	\$35.00/week
	Weekends Only	\$25.00/week
Local Registered Charities	2 Weeks Maximum per Ad	
	Weekdays and Weekends	\$15.00/week
Non Local Not for Profits and Charities	1 Week Maximum per Ad	
	Weekdays & Weekends	\$45.00/week
	Weekends Only	\$35.00/week
Commercial		
	Weekdays 9.00am - 3.00pm	\$225.00/week
	Weekdays Prime Time 4.00pm to 11.00pm	\$350.00/week