



The Municipality of West Perth Digital Sign Communication, Usage and Advertising Policy

Purpose:

The Municipality of West Perth has installed a digital sign in the town of Mitchell. The digital sign is intended to promote the municipality's commitment to increasing communication to our community. Its secondary purpose is to generate revenue to be put back into the community. The purpose of this policy is to set rules regarding non-municipal advertisements placed on the Municipality's digital sign.

Definitions:

Commercial Advertisements: Advertisements with the intent to promote a commercial business.

Charity: An organization that seeks to relieve poverty, advance education, advance religion, or other has benefits to the community in a way that courts have said is charitable.

Charitable Advertisements: Advertisements with the intent to promote events that have a clear benefit to members of the community and public at large.

Programs: Sports or athletic groups, activity groups such as a knitting club, etc.

Programing Advertisements: Advertisements with the intent to promote program registration.

Service Club: A voluntary non-profit organization where members meet regularly to perform charitable works either by direct hands-on efforts or by raising money for other organizations

Service Club Advertisements: Advertisements with the intent to promote events that have a clear benefit to members of the community and public at large.

Sign Display Area: means any colour, graphic logo, symbol, word, numeral, text, image, message, picture or combination thereof displayed

Principles:

1. The digital sign is viewed by the public as a representative of the Municipality, and therefore, will be operated in a manner that reflects and enhances the values of the Municipality of West Perth.
2. The following messages shall not be permitted to be advertised:
 - a. Promotion of a political, factional or religious viewpoint;
 - b. False, misleading or deceptive messages;
 - c. Messages expressing discriminating viewpoints pursuant to the Ontario Human Rights Code;
 - d. Personal requests such as birthdays, engagements, weddings, anniversaries, etc.;
 - e. Events and functions open only to members of an organization;
 - f. References to the sale or consumption of alcohol or other drugs;
 - g. References to gambling or lotteries;
 - h. Profane language or content, personal attacks, sexual content;
 - i. Information that may compromise the safety and security of the public; and
 - j. Any other content that is considered inappropriate in the opinion of the Municipality.
3. The advertiser shall not hold the Municipality liable or responsible for any error and/or omissions that may occur, however caused.
4. Appearance of messages on the digital sign area are subject to constraints of priorities, as well as electronic and mechanical limitations.
5. Posting will take place once per week, where practical.
6. The dates of postings, their duration and content are all at the final discretion of the Municipality.
7. In the event of an emergency, the Municipality has the right to suspend all messages and use the sign for emergency purposes only.
8. Should the sign be down for a period of time (due to weather, technology issues, or emergency purposes, etc.), West Perth will reimburse pro-rated time.
9. The Municipality reserves the right to make changes to this policy and the fee schedule. Such amendments shall take effect immediately upon ratification.

10. The Municipality of West Perth reserves the right to reject or revise all media submitted, or to cancel advertising at any time.

11. Advertising shall also be subject to all other policies adopted by the Municipality.

Charity & Service Club Advertisements:

Advertisements with the intent to promote events that have a clear benefit to members of the community and public at large will be permitted subject to the following:

1. Advertisements that promote charitable and community events outside of Perth County will not be accepted for display.
2. Advertisements must be in a media-ready file subject to the advertising parameters when submitted for posting to the sign. This means that advertisement text or a .jpg file (picture) will be uploaded to the contract form ready to post, without needing any municipal recourses to complete the design of the advertisement.
3. Advertisers are encouraged to contact the Municipality before finalizing advertisements to ensure the advertisement meets the parameters and will have the best characteristics for display.
4. Advertisements will be approved by the Municipality before they are displayed on the sign.
5. Advertisements will be displayed for one week at a time.
6. Organizations who submit charity or community advertisements will receive four (4) weekly advertisements free of charge in each calendar year.
7. After an organization has used its four (4) free weekly charity or community advertisements, advertising space will be available for the pricing available as per the General Fees and Charges By-law.

Programming Advertisement:

Advertisements with the intent to promote program registrations will be permitted subject to the following:

1. Advertisements must be in a media-ready file subject to the advertising parameters when submitted for posting to the sign. This means that advertisement text or a .jpg file (picture) will be uploaded to the Municipality with the contract ready to post,

without needing any municipal recourses to complete the design of the advertisement.

2. Organizations who submit Programming Advertisements will receive four (4) free weekly program registration advertisements in each calendar year.
3. All other Programming Advertisements are then considered Commercial Advertisements.

Commercial Advertisements:

Advertisements with the intent to promote a commercial business will be permitted subject to the following:

1. Advertisements must be in a media-ready file subject to the advertising parameters when submitted for posting to the sign. This means that advertisement text or a .jpg file (picture) will be uploaded to the Municipality with the contract ready to post, without needing any municipal recourses to complete the design of the advertisement or advertisers will be subject to a \$5 creative fee.
2. Advertisers are encouraged to contact the Municipality before finalizing advertisements to ensure the advertisement meets the parameters and will have the best characteristics for display.
3. Advertisements will be approved by the Municipality before they are displayed on the sign.
4. Commercial advertisements can be changed once per month after the first month of advertising.
5. Weekly, monthly and yearling pricing for the Digital sign available as per the General Fees and Charges By-law.
6. The Mitchell BIA members will receive a 20% discount on advertising with 3 months, 6 months or 1 year contracts.
7. One month of free advertising will be provided in the following situations:
 - a. Opening of a new business in the West Perth
 - b. Relocation of a business in West Perth
 - c. Grand Re-Opening of a business in West Perth
 - d. Major Expansion of a business in West Perth
8. Contracts are fully invoiced at the beginning of the contract.

9. Contracts begin on the first day the advertisement is posted to the sign.

Advertising Parameters:

1. The sign is 288x144 pixels – a 2:1 ratio.
2. The sign accommodates .jpg files, in RBG format (simple colours). CMYK files can be converted, but they will not appear as clear.
3. Full motion videos can be played; .avi or mpeg files are compatible that fit the ratio of 2:1. Videos must be no longer than 10 seconds.
4. Text of fonts should be a minimum of 14 pt.
5. A white background is not recommended.
6. Contracts are guaranteed one ten second advertisement every ten minutes. The maximum number of advertisements is 60 per cycle and as a general rule, commercial advertising will be limited to 30 advertisers at any given time.