



The Town of Eckville

Digital Sign Advertising Policy

Policy #: 1302

Date of Council Approval: August 11/14

Policy Statement

The Town of Eckville will implement the following policy in regards to the Town's Digital Sign. This policy outlines the pricing and longevity of any advertisement in regards to both non-profit organizations and private businesses. All advertising needs must be approved by the CAO or the Administrative and Finance Supervisor.

1. Definitions

Digital Sign: refers to the sign purchased by the Town of Eckville that is located on Highway 766 South of the GTI.

2. Responsibilities

The Town:

- 2.1 Will provide text and image design for the client for display on the sign
- 2.2 Will be responsible for maintenance of the digital sign
- 2.3 Will ensure that the advertisement continues to run during the scheduled time period agreed upon by the Town and the client

The Client:

- 2.4 Will provide any necessary information for the advertisement including logos and sale/event information
- 2.5 Will ensure payment of the Town for services rendered

3. Purpose

This policy aims to provide advertising services with the following benefits:

Return on investment: the Town of Eckville wants to ensure that those using the Digital Sign as a form of advertising are receiving effective communications that benefit the organization, cause, or business.

24/7 display

*Color and picture capabilities
Advertisement plays on both sides*

4. Pricing Agreements

The pricing for commercial advertising on the Digital Sign will be as follows:

One week period (Monday – Sunday): \$45.00

Two week period: \$65.00

One month period: \$120.00

Extended contract: negotiable through the Town Office

Additional setup or design fees may be applicable

Any local non – profit organization that wishes to advertise with the Town of Eckville may contact the Town Office at 403-746-2171.

5. End of Policy

Date

Chief Administrative Officer