



Town of Penhold

POLICY TITLE: Electronic Sign Policy

POLICY #: 4.3

EFFECTIVE DATE: May 13, 2019

Policy Statement:

This policy is to control and clarify the requirements of advertising or posting messages on the town owned sign.

The Purpose of this Policy is to:

Allow staff, advertisers, public and community groups a clear and concise requirement of what can be posted on our town electronic sign and what should not be posted. The Town of Penhold electronic sign board is to be used to engage and inform the community about upcoming events, functions, celebrations and other important news.

Policy:

1. Town of Penhold Advertising takes precedence over all other advertising.
 - a. In the case of an emergency, all notifications can/will come down to allow for the posting of a message from the Town of Penhold to the residents.
2. The electronic sign board will be changed a maximum of once per week (weather permitting).
3. Messages are taken on a first come, first serve basis
 - a. No one is guaranteed a space on the electronic sign board
 - b. The length of time up will depend on the number of messages
 - c. Messages will be up on the electronic sign board a minimum of one week
 - d. The Town reserves the right to determine message priority, display time, display order and wording
4. Political messages or advertising will not be allowed on any Town of Penhold sign boards.
5. Personal messages will be allowed, at the discretion of the Town, on any Town of Penhold sign boards.
6. Messages from community groups will be allowed on the sign boards.
 - a. A community group will not be allowed on all sign boards at once
7. The electronic sign can be booked for a minimum of seven (7) days
 - a. The fees for advertising on the electronic sign are set by the Penhold Town Council for a minimum of seven (7) day increments and must be paid prior to advertising.
8. The maximum number of frames per message on the electronic sign will be two (2). The Town staff will determine the final layout and design of all messages and reserves the right to modify and/or remove any and all messages.
 - a. Ad appropriateness is at the discretion of the town

- b. No gambling related advertising (ie: poker, casino night, etc.) will be posted
 - c. No personal messages will be posted
 - d. No political advertising will be allowed
9. The Town of Penhold is not responsible for any malfunctions to the sign boards beyond our control.
 10. The Town reserved the right to limit messages for events held on a regular basis, like weekly or monthly events. This is to ensure fair opportunity for all groups wishing to display a community message.
 11. The Town is not responsible for verifying the accuracy of information except for municipal information.

Electronic Sign Board Fee Schedule:

See attachment Electronic Sign Advertising Contract