

1.0 PURPOSE

The Electronic Sign Board (ESB), situated on the Town Office, was erected by the Town of Irricana. 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.

2.0 POLICY STATEMENT

The Town of Irricana promotes communication, as such, the Electronic Sign Board shall be used for the dissemination of information to the residents of Irricana. The ESB is also a means for businesses and non-profits to advertise their events and products and the costs associated with those advertisements.

3.0 DEFINITIONS

Advertisement - the action of making generally known; a calling to the attention of the public.

Commercial - means a for profit organization.

Non - profit - is an organization that is registered under legislation as a non-profit or charity organization within the province of Alberta.

Rotation - means the playing of each advertisement from all organizations for that time period.

Spot - means a single advertisement from an organization.

4.0 PROCEDURES

4.1 Each "rotation" of the ESB will contain a minimum of five (5) "spots", the Town of Irricana will control a minimum of 2 spots per rotation, non-profits will control one spot per rotation. The other spots will be based on availability.

4.2 Paid commercial advertisements will run a minimum of 30 spots per hour and must conform to the parameters as outlined in Schedule A.

4.3 Not-for-Profit organizations advertisement's may not run for longer than two (2) full weeks calculated from the date of the event. The display advertisement must conform to the parameters as outlined in Schedule A.

4.4 A commercial organization requesting to place a display advertisement on the ESB must pay the prescribed fee as indicated in the attached Fee Schedule.

TOWN OF IRRICANA

POLICY NUMBER 4.07

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4.5 Organizations (excluding the Town) may not have more than two advertisements displayed on the ESB at any one time.

4.6 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. 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 or a refund for the time not used.

4.7 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.

MAYOR: _____ **MOTION:** 192:13

CHIEF ADMIN. OFFICER: _____ **DATE:** Sep. 3, 2013

Schedule A - Advertising Dimension and Duration

1. Each line of a static display will not exceed 56 characters (sans serif 9) 14 characters across, 4 characters high.
2. Each line of scrolling text will not exceed 50 characters (Roman 22)
3. Larger (fewer) characters are promoted as they produce better viewing.
4. Maximum total advertisement duration 10 seconds.

Schedule B - Fee Schedule

Organization	Duration	Rate
Not for Profits	Maximum 2 weeks	No charge
Non-Local Not for profits	Maximum 1 week	No charge
Commercial - Local (must have a business licence)	Days 9am - 3pm	\$15/week
	Primetime Days 6am - 11pm	\$25/week
Commercial - Non-Local	Days 9am - 3pm	\$35/week
	Primetime Days 6am - 11pm	\$55/week

Schedule C - Application Form

Use the follow form to produce your message, between each word there must be a space.

Static Display

Scrolling Display

Colour of letters: White __ Black __ Orange __ Yellow __ Red __ Pink __ Blue __ Purple __

Colour of background: Orange __ Yellow __ Red __ Pink __ Blue __ Purple __ Black __

Special Effects: Flashing __ Shadow __