

**City of Carthage**  
**Memorial Hall Electronic Digital Sign Advertising Policy**

**Purpose:**

The purpose of the Memorial Hall Electronic Digital Sign Advertising Policy is to provide a mechanism and procedures for limited public use of the City's electronic digital sign located at Memorial Hall, 407 S. Garrison Ave., within appropriate controls established by the City; and to establish a formal policy and process for its use.

**Scope:**

The City of Carthage's businesses, organizations, and individuals contribute to the overall quality of life of the City's residents. It is the goal of the City to allow its businesses, organizations, and individuals a cost-effective way to advertise/promote their entity or event. The City will allow equal access to those individuals, businesses/organizations who choose to advertise utilizing the City electronic digital sign for such promotion.

**Authorization:**

The City's Public Services Committee shall be responsible for recommending to the City Council the use policy regarding the electronic digital sign at Memorial Hall. The Committee may also recommend updates to the policy as conditions warrant, all subject to the approval of the City Council.

**Objectives:**

1. Provide guidance on use of the electronic digital sign at Memorial Hall.
2. Provide individuals, local businesses and local organizations a cost effective opportunity to promote their entity or event.
3. Provide/generate additional revenues for the City for the upgrade, maintenance and future replacement of the electronic digital sign.

**Policy:**

It is the Policy of the City of Carthage to provide limited public usage of its electronic digital sign at Memorial Hall under the following guidelines:

- The advertisement of events booked and scheduled at Memorial Hall will have priority and limited basic advertising of their event on the sign. (Normally 2 weeks prior to event.) Additional, special advertising of events booked and scheduled at Memorial Hall will be permitted (pictures, etc.) for an additional fee (See Fee schedule below).
- The advertisement of all City Sponsored events are acceptable and will have secondary precedence use of the sign space. The advertisement of community-wide events are permitted. The event must be open, without charge, to attendance by the general public (i.e. Maple Leaf Parade, Marian Days).
- The availability of sign advertising will be on a first come, first serve basis with the schedule being kept at Memorial Hall by the Memorial Hall Supervisor. The Memorial

- Hall Supervisor will have control and scheduling (through the organizational structure) of all advertising on the sign.
- Promotion of personal events such as birthdays, anniversaries, etc. will be permitted depending on availability for a fee (See Fee schedule below).
  - Promotion or advertisement of a fundraising event will be permitted for non-profit organizations only, proof of non-profit status maybe required, for a fee (See Fee schedule below).
  - Promotion of single businesses will be permitted for a fee (See Fee schedule below).
  - The following advertising/promotion will not be permitted:
    - ❖ Individuals or groups promoting tobacco, alcohol or liquor;
    - ❖ Political parties, candidates, or movements;
    - ❖ Individuals or groups promoting gambling;
    - ❖ Messaging that violates the Establishment Clause of the First Amendment to the U.S. Constitution;
    - ❖ Advertising that is misleading, deceptive, disrespectful, fraudulent, or libelous;
    - ❖ Advertising that is obscene, contains offensive language, or promotes illegal or sexual activity or is inappropriate for public display;
    - ❖ Events that are in direct competition with Memorial Hall such as: wedding reception venues, and other related event venues.

Individuals, Organizations and Businesses which choose to take advantage of this service must fill out a request form at Memorial Hall.

Generally the sign has no more than 15 slides running daily. Each slide is approximately 6 seconds long. Based on this calculation a slide would show on the sign 960 times daily. This is an estimated number based on slide activity, not a guaranteed number.

The City reserves the right to approve any and all advertisement signage, images, and language.

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## ADVERTISING RATES

1. **Text Only (1) day:** Individual; \$20.00, Businesses/Organizations; \$30.00 for one (1) text slide, six (6) seconds long for a day (24 hours). (Designed by Memorial Hall staff).
2. **Text Only Multi-day:** Individual; \$15.00, Businesses/Organizations; \$25.00 for one (1) text slide, six (6) seconds long for multiple days, no less than 2 (two) days and no longer than 5 (five) days.
3. **Static Image & Text (1) or Multi-day:** Individual; \$30.00, Businesses/Organizations; \$50.00 additional if you would like to add a picture of an individual (i.e. birthday boy or girl, wedding photo. jpeg image required).
4. **Video (1) day:** Individual; \$50.00, Businesses/Organizations; \$100.00 per minute for video messaging/advertising to run one day.
5. **Video Multi-day:** Individual; \$35.00, Businesses/Organizations; \$75.00 per minute for video messaging/advertising for multiple days, no less than 2 (two) days and no longer than 5 (five) days.

If Special Arrangements or promotions which fall outside the bounds of the above fee structure arise, Memorial Hall staff and the City Administrator shall decide on the appropriate fee based on staff time and purpose of the Special Arrangement.

Please provide the desired content below or attach a business card or graphic with the desired text information. Content is limited and must be approved by Memorial Hall. We would like to know colors preferred (i.e. favorite color of birthday person).

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Date desired for the advertising on the sign: \_\_\_\_\_

All advertising must be paid in full one week before the advertisement date. Electronic signs do occasionally have a mechanical problem. If this should arise, and your advertisement cannot be advertised on the sign, the money will be refunded to you.

By entering this Agreement with the City of Carthage, you understand and agree to the terms of the Advertising Agreement as stated above and understand that if payment is not received by the City of Carthage that the advertisement will not run as scheduled.

Signed: \_\_\_\_\_

Print Name: \_\_\_\_\_

Telephone: \_\_\_\_\_

Date: \_\_\_\_\_