
COMMUNITY DIGITAL SIGN, USAGE AND ADVERTISING POLICY

PURPOSE

The Municipality of Mississippi Mills has installed a Community digital sign in the town of Almonte. The digital sign is intended to promote the municipality's commitment to increasing communication to our community. Its secondary purpose is to help with the promotion of community & charity events. 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

PRINCIPALS

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 Mississippi Mills.
2. The following messages shall not be permitted to be advertised:
 - a. Commercial advertising: advertisements with the intent to promote a commercial business.
 - b. Promotion of a political, factional or religious viewpoint;
 - a. False, misleading or deceptive messages;
 - b. Messages expressing discriminating viewpoints pursuant to the Ontario Human Rights Code;
 - c. Personal requests such as birthdays, engagements, weddings, anniversaries, etc.;
 - d. Events and functions open only to members of an organization;
 - e. References to the sale or consumption of alcohol or other drugs;
 - f. References to gambling or lotteries;
 - g. Profane language or content, personal attacks, sexual content;
 - h. Information that may compromise the safety and security of the public;
 - i. Any other content that is considered inappropriate in the opinion of the Municipality.
2. The advertiser shall not hold the Municipality liable or responsible for any error and/or omissions that may occur, however caused.
3. Appearance of messages on the digital sign area are subject to constraints of priorities, as well as electronic and mechanical limitations.
4. Posting will take place once per week, where practical.
5. Updates will occur on Monday, except when Monday is a Federal or Provincial holiday, on these occasions' updates will happen on Tuesday.
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.), Mississippi Mills 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 Mississippi Mills 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.

Public Event Advertising

Advertisements with the intent to promote public events (free or with admission) that are occurring in the Municipality of Mississippi Mills. These include for profit or commercial special events not affiliated with a service group or local charity.

- a. Craft and vendor markets taking place in a venue within the Municipality of Mississippi Mills are permitted at full cost.
- b. Concerts and other live entertainment taking place in a venue within the Municipality of Mississippi Mills are permitted at full cost.
- c. Commercial business events are only permitted for the following situations:
 - i. Grand opening event
 - ii. Grand Re-opening event
 - iii. Expansion celebration event
- d. Seasonal sale, clearance events etc. are not permitted
- e. Advertisements that promote events outside of the Municipality of Mississippi Mills will not be accepted for display.
- f. 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.
- g. 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.
- h. Advertisements will be approved by the Municipality before they are displayed on the sign.
- i. Messaging **MUST** include contact information (a telephone number, email address or website)

Charity & Service Club Advertisements:

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

- a. Advertisements that promote charitable and community events outside of the Municipality of Mississippi Mills will not be accepted for display.
- b. 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.
- c. 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.
- d. Advertisements will be approved by the Municipality before they are displayed on the sign.
- e. Advertisements will be displayed for one week at a time.
- f. Organizations who submit charity or community advertisements will receive two(2) weekly advertisements free of charge in each calendar year.
- g. After an organization has used its two (2) free weekly charity or community advertisements, advertising space will be available for the pricing available as per the General Fees and Charges By-law.
- h. Messaging **MUST** include contact information (a telephone number, email address or website)

Programming Advertisement:

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

- a. 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.

- b. Organizations who submit Programming Advertisements will receive two (2) free weekly program registration advertisements in each calendar year.
- c. After an organization has used its two (2) free weekly charity or community advertisements, advertising space will be available for the pricing available as per the General Fees and Charges By-law.
- d. Messaging **MUST** include contact information (a telephone number, email address or website)

Advertising Parameters:

- 1. The sign is 384 x 144 pixels
- 2. Messaging should be kept simple. 2-3 lines of text with a telephone number, email address or website.
- 3. The sign accommodates .jpg files, in RBG format (simple colours).
- 4. Text of fonts should be a minimum of 14 pt.
- 5. A white background is not recommended.
- 6. If providing a finished graphic high contract is recommended (White(or light colour) on a black(or very dark) background, Or a light background with dark (or black) text.