

<b>CORPORATE POLICY and PROCEDURE</b>		Policy No.: PR-04 Pages: 5 Effective Date: December 17 <sup>th</sup> , 2024 Supercedes: N/A
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**SECTION: Public Relations**

**SUBJECT: Municipal Digital Sign Advertising Policy**

## PURPOSE

The Township of Woolwich has installed a digital sign in the town of Elmira. The digital sign is intended to promote the municipality's commitment to increasing communication to our community. Its secondary purpose is to generate revenue for future maintenance of the asset. The purpose of this policy is to set rules regarding non-municipal advertisements placed on the Township's digital sign.

## DEFINITIONS

**Commercial Advertisements:** Advertisements with the intent to promote a commercial business.

**Charitable and/or Not-for-Profit:** An organization that seeks to relieve poverty, advance education, 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 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

## POLICY SCOPE

### Principles

1. The digital sign is viewed by the public as a representative of the Township, and therefore, will be operated in a manner that reflects and enhances the values of the Township of Woolwich.

2. The following messages shall not be permitted to be advertised:
  - a. Promotion of a political, factional or religious viewpoint;
  - b. False, misleading or deceptive messages;
  - c. Messages expressing discriminating viewpoints pursuant to the Ontario Human Rights Code;
  - d. Personal requests such as birthdays, engagements, weddings, anniversaries, etc.;
  - e. Events and functions open only to members of an organization;
  - f. References to the sale or consumption of alcohol or other drugs;
  - g. References to gambling or lotteries;
  - h. Profane language or content, personal attacks, sexual content;
  - i. Information that may compromise the safety and security of the public; and
  - j. Any other content that is considered inappropriate in the opinion of the Township.
3. The advertiser shall not hold the Township liable or responsible for any error and/or omissions that may occur, however caused.
4. Appearance of messages on the digital sign area are subject to constraints of priorities, as well as electronic and mechanical limitations.
5. Posting will take place once per week, where practical.
6. All BIAs, Committees of Council, Charitable, Not-for-profit, Schools and Service Clubs, will take priority over for-profit organizations. New advertisements will take priority over repeat advertisements.
7. The dates of postings, their duration and content are all at the final discretion of the Township.
8. In the event of an emergency, the Township has the right to suspend all messages and use the sign for emergency purposes only.
9. Should the sign be down for a period of time (due to weather, technology issues, or emergency purposes, etc.), the Township of Woolwich will reimburse or provide future credit pro-rated time.
10. The Township reserves the right to make changes to this policy and the fee schedule. Such amendments shall take effect immediately upon ratification or when noted.
11. The Township reserves the right to reject or revise all media submitted, or to cancel advertising at any time.
12. Advertising shall also be subject to all other policies adopted by the Municipality

#### General Requirements

1. 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. A creative fee will apply as set out in the fees and charges by-law, at the discretion of Municipal staff.

2. Advertisers are encouraged to contact the Township before finalizing advertisements to ensure the advertisement meets the parameters and will have the best characteristics for display.
3. Advertisements will be approved by the Township before they are displayed on the sign.
4. Weekly, monthly and yearling pricing for the Digital sign available as per the Fees and Charges By-law.
5. Contracts are fully invoiced at the beginning of the contract.
6. Contracts begin on the first day the advertisement is posted to the sign.

BIAs, Committees of Council, Charitable, Not-for-profit, Programs/Programming, Schools, Service Clubs and Advertisements:

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

1. Advertisements that promote charitable and community events and programs/programming outside of the Township of Woolwich will not be accepted for display.
2. All other Advertisements are then considered Commercial Advertisements.

Commercial Advertisements:

Advertisements with the intent to promote a commercial business will be permitted subject to the following:

1. Commercial advertisements can be changed once per month after the first month of advertising.

Advertising Parameters:

1. The advertisement parameters are 300 x 180 pixels – a 5:3 ratio.
2. The sign accommodates the following file formats:

.bmp	.m1v	.mpeg	.swf
.3gp	.m2v	.nsv	.tga
.avi	.m4v	.pct	.tiff
.f4v	.miff	.pict	.wmv
.fla	.mkv	.png	.wrap
.flv	.mng	.px	.xbm
.gif	.mov	.pxr	
.jpeg	.mp4	.raw	
.lbm	.mpe	.rm	

3. Full motion videos can be played that fit the ratio of 5:3. Videos must be no longer than 10 seconds.
4. Text or fonts should be a minimum of 14 pt.
5. Contracts are guaranteed one, ten second advertisement every ten minutes. The maximum number of advertisements is 60 per cycle and as a general rule, for profit advertising will be limited to 30 advertisers at any given time.

## **FEE EXEMPTIONS AND FEE WAIVERS**

Fees for advertising on the Municipal Digital Sign shall not apply to:

1. Messaging by or on behalf of the Township of Woolwich, or joint messaging with nearby municipalities.
2. Messaging by the Elmira Maple Syrup Festival.

Upon receiving a request for fees to be waived, Council or anyone delegated authority to waive fees, may choose to waive fees, with funding coming from Council's Fees and Charges Waiver account.

## Attachment 2: Draft Fees and Charges

<b>Digital Sign Fees – For Profit</b>	<b>1 Week</b>	<b>\$ 100.00</b>
	<b>1 Month</b>	<b>\$ 400.00</b>
	<b>3 Months</b>	<b>\$ 900.00 (10% discount)</b>
	<b>6 Months</b>	<b>\$ 2,210.00 (15% discount)</b>
	<b>1 Year</b>	<b>\$ 3,900.00 (25% discount)</b>
	<b>Creative Fee</b>	<b>\$ 100.00</b>

<b>Digital Sign Fees – Not-for-profit</b>	<b>1 Week</b>	<b>\$ 25.00</b>
	<b>1 Month</b>	<b>\$ 100.00</b>
	<b>3 Months</b>	<b>\$ 270.00 (10% discount)</b>
	<b>6 Months</b>	<b>\$ 552.50 (15% discount)</b>
	<b>1 Year</b>	<b>\$ 975.00 (25% discount)</b>
	<b>Creative Fee</b>	<b>\$ 25.00</b>