



Town of Shelburne

Advertising and Digital Sign Policy #02-2018

Schedule A to By-law #08-2018

Purpose:

The objective of this policy is to ensure that advertising complies with all applicable laws and does not adversely affect public safety or the Town's corporate values. The Town's acceptance of an advertisement does not constitute express or implied endorsement of the content or message of the advertisement, including any person, organization, products, services, information or viewpoints it may contain. The Town of Shelburne has installed digital signs at the Town Hall and at 802 Main Street East. The digital sign is intended to promote the municipality's commitment to increasing communication to our community. The purpose of this policy is to set rules regarding non-municipal advertisements placed on the digital signs and with surrounding local media.

Principles:

1. Town advertising and the digital sign is viewed by the public as representation of the Municipality, and therefore, advertising with local media and on the digital sign will be viewed in a manner that reflects and enhances the values of the Town of Shelburne.
2. The following messages shall not be permitted to be advertised:
 - a. Promotion of political, factional or religious viewpoints;
 - 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. Profane language or content, personal attacks, sexual content;
 - g. Information that may compromise the safety and security of the public; and
 - h. Any other content that is considered inappropriate in the opinion of the Municipality.
3. The advertiser shall not hold the Municipality liable or responsible for any error and/or omissions that may occur, however caused.

4. Appearance of messages is subject to constraints of priorities, as well as electronic and mechanical limitations.
5. Posting in local media sources and on the digital sign will take place once per week, where practical.
6. Advertisements and the dates of posting whether it be with local media sources or the digital sign, 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 digital sign for emergency purposes only.
8. The Municipality reserves the right to make changes to this policy. Such amendments shall take effect immediately upon ratification.
9. The Town of Shelburne reserves the right to reject or revise all media submitted, or to cancel advertising at any time.
10. Advertising shall also be subject to all other policies adopted by the Municipality.

Not-for-profit / Charity Advertisements:

Advertisements with the intent to promote events and functions 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 events outside of the Town of Shelburne will not be accepted.
2. Advertisements will be posted in local media sources and displayed on the digital sign for one week at a time.

Commercial Advertisements:

Advertisements with the intent to promote an existing commercial business will not be permitted. Advertisements announcing and introducing a new business will be permitted for a maximum of 30 days.

Digital Advertising Parameters:

1. Large Billboard 320x 176 pixels (4.27" x 2.35")
2. Town Billboard 192 x 96 pixels (2.56" x 1.28")
3. Signs can accommodate .jpg, PNG files and MP4
4. Videos must be no longer than 8 seconds
5. White backgrounds are not recommended and text smaller than 14pt will not be legible
6. All applicants must supply their own digital media ad