

| Policies and Procedures | | | |
|---|----------------------------|-------------------|------------------------|
| The Corporation of the Town of Cochrane | | | |
| Department | Community Services | Effective: | October 2, 2018 |
| Subject: | Digital Sign Policy | Pages: | Page 1 of 3 |
| Approved by: | By-Law 1334-2018 | Revised: | |

Purpose:

The Municipality of the Town of Cochrane has installed a digital sign at Commando Park. The digital sign is intended to promote the municipality's commitment to increasing communication to our community. Its secondary purpose is to generate revenue to be put back into the community. The purpose of this policy is to set rules regarding non-municipal advertisements placed on the Municipality's digital sign.

Principles:

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 Town of Cochrane.
2. The following messages shall not be permitted to be advertised:
 - a. Promotion of a political, 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. 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 the messages is subject to constraints of priorities, as well as electronic and mechanical limitations.
5. Posting will take place once per week, where practical.
6. The dates of posting, 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, et.), the Town of Cochrane will reimburse pro-rated time.

| Policies and Procedures | | | |
|---|----------------------------|-------------------|------------------------|
| The Corporation of the Town of Cochrane | | | |
| Department | Community Services | Effective: | October 2, 2018 |
| Subject: | Digital Sign Policy | Pages: | Page 2 of 3 |
| Approved by: | By-Law 1334-2018 | Revised: | |

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 Town of Cochrane 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.

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 not-for profit events outside the Town of Cochrane will not be accepted for display.
2. Advertisements will be displayed for one week at a time.
3. Organizations who submit not-for-profit/charity advertisements will receive six, week long not-for-profit/charity advertisements free of charge in each calendar year.
4. After an organization has used its six free weekly not-for-profit/charity advertisements, advertising space will be available for the following costs: At the regular rate with a 50% discount.

Commercial Advertisements:

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

1. Advertisements must be in a media-ready file subject to the advertising parameters, when submitted for posting to the sign. This means that a .jpg file (picture) will be emailed to the municipality with the contract ready to post, without needing any municipal resources to complete the design of the advertisement.
2. 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.
3. Advertisements will be approved by the municipality before they are displayed on the sign.
4. Commercial advertisements can be changed once per month after the first month of advertising.

| Policies and Procedures | | | |
|---|----------------------------|-------------------|------------------------|
| The Corporation of the Town of Cochrane | | | |
| Department | Community Services | Effective: | October 2, 2018 |
| Subject: | Digital Sign Policy | Pages: | Page 3 of 3 |
| Approved by: | By-Law 1334-2018 | Revised: | |

5. The following contracts will be available for Commercial Advertisements:

| | | |
|----------|----------------|-----------------|
| 1 week | \$35 plus HST | (\$140/month) |
| 1 month | \$125 plus HST | |
| 3 months | \$300 plus HST | (\$100/month) |
| 6 months | \$450 plus HST | (75/month) |
| 1 year | \$750 plus HST | (\$62.50/month) |

6. The Cochrane Board of Trade members will receive a 20% discount on advertising with 3 month, 6 month or 1 year contract.

7. One month of free advertising will be provided in the following situations:

- a. Opening of a new business in the Town of Cochrane
- b. Relocation of a business in the Town of Cochrane
- c. Grand Re-Opening of a business in the Town of Cochrane
- d. Major Expansion of a business in the Town of Cochrane

8. Contracts are fully invoiced at the beginning of the contract.

9. Contracts begin on the first day the advertisement is posted to the sign.

Advertising Parameters:

1. The sign is 288X144 pixels – a 2:1 ratio
2. The sign accommodates .jpg files, in RBG format (simple colours). CMYK files can be converted, but they will not appear as clear.
3. Full motion videos can be played; .avi or mpeg files are compatible that fit the ratio of 2:1. Videos must be no longer than 10 seconds.
4. A white background is not recommended.
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, commercial advertising will be limited to 30 advertisers at any given time.