

Carterville Chamber of Commerce Digital Sign Usage Agreement

Name of renter: _____ Business name: _____

Address: _____ City: _____

Phone: _____ Email: _____

Method of payment: ☐ Cash ☐ Check ☐ Credit Paid: _____ Chamber member: ☐ Yes ☐ No

Cost for 7-second ads:

	<u>MEMBER</u>	<u>NON-MEMBER</u>		
Weekly	\$50	\$75	Start date: _____	End date: _____
Monthly	\$125	\$190	Start date: _____	End date: _____
Quarterly	\$320	n/a	Start date: _____	End date: _____
Annual	\$1125	n/a	Start date: _____	End date: _____

Signature: _____ Date: _____

Ads run for 7 seconds. We allow for a maximum of 25 ads. Ten ads shall be reserved for business advertisements. Thirteen ads shall be reserved for all other advertisements except business advertisements. Two ads shall be reserved for a Welcome to Carterville ad and the time/weather to be displayed. The sign runs 24/7 so your message gets greatest exposure. All ads must be paid in full before the advertisement goes live. **Suggested ad dimensions are 1280 x 1024.**

The Carterville Chamber of Commerce makes the electronic sign available for rent to a wide variety of Chamber members, local businesses, organizations, community groups and residents. This policy shall govern the use of and fees for use of the sign located at the Northeast corner of the intersection of Grand Avenue and Division Street in Carterville. Any variation from this policy shall need approval of the Chamber's Digital Sign Committee.

Criteria for General Operation Acceptable Messages

- Business advertisements
- Carterville Chamber of Commerce advertisements and slogans to promote membership, events, etc.
- Special city and non-profit programs, cultural events, services, events and promotions are permitted to be displayed if they serve to promote events and non-profit activities that benefit charity or promote culture, recreation or education.
- Current time and temperature
- Non-profit organization and government notices
- Recognition of significant team or individual championships or achievement
- Recognition of elected officials or city employees, provided the notice only recognizes long service, outstanding service and/or retirement.
- Emergency public notifications (water restrictions, public safety issues, City and County issues)

- Birthday wishes for Veterans of the US Armed Forces that are celebrating their 100th birthday and welcome home messages.

Messages Not Allowed

- Political, religious or discriminatory messages. Religious messages not allowed does not include advertisements for special events being hosted by a religious entity.
- Advertisements from special interest groups

Priority for Use

- Advertising specifically created to promote and support local member businesses first, and secondarily, non-member businesses.
- Advertising for the Carterville Chamber of Commerce
- Advertising for community groups and not for profits, including public events.

Exceptions

- Any individual or business with outstanding debt to the Carterville Chamber of Commerce
- Any special interest group determined to be of risk in affiliation with the Chamber of Commerce as determined by the Digital Sign Committee.

Waived or Reduced Fees

Rental fees will be waived for use for the following purposes and/or to the following groups at no charge:

- Meetings and events conducted or sponsored by the Carterville Chamber of Commerce (such as Chamber of Commerce luncheons, Ribbon Cuttings, events, etc.)
- Ad space may be traded for in-kind services by use of contract agreement when and in equal value where approved by the Digital Sign Committee
- Events that benefit the community can be advertised on the sign at a waived or reduced rate.

Other

- Staff reserves the right to edit for clarity or size of message. The Carterville Chamber of Commerce reserves the right to refuse messages.
- No business advertisements shall appear for more than two consecutive quarters in a twelve-month period.
- Members who let their membership lapse will have the value of their commitment change to the non-member rate.
- To maximize staff efficiency in maintaining this service, the Carterville Chamber of Commerce is not obligated to edit an advertisement but may do so at their discretion.
- Advertisers may change their advertisement a maximum of four times per month.

Reservations

- The calendar is booked on a first-come-first-served basis. Reservations may be made up to one year in advance. All rental fees are due when the sign is reserved. Rental fees are payable by cash, check or credit card to the Carterville Chamber of Commerce.

Cancellations

- Rental fees are fully refundable if cancellation is received three (3) business days in advance of the beginning of the display period. No refunds will be issued if cancelled less than three (3) days prior to the rental.

Addendum approved by BOD 12/21/32 – Weekly ads (only) in-kind and other adjustments may be made at the discretion of the Executive Director and Administrative Assistant. Quarterly ads may be by season or 90 days duration.