



CARTERVILLE CHAMBER OF COMMERCE

DIGITAL SIGN ADVERTISING



Capture the attention of drivers at the busiest street intersection in town, located on the corner of Grand Ave. and Division St. in Downtown Carterville.

Size	8' x 6'-1/2"
Weekly Impressions	18,950 (daily) x 7 = 132,650
Slots	8 sec/25 slots (10 business; 15 other)
Full Rotation	3 minutes, 33 seconds
Per Hour	18 Rotations
Per Day	432 Rotations
Location	37.760234, -89.077055

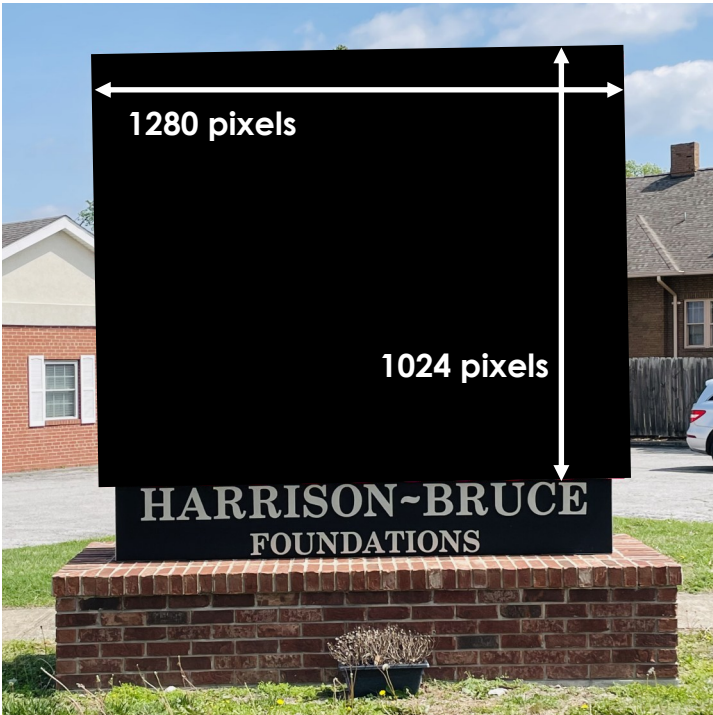




CARTERVILLE CHAMBER OF COMMERCE

DIGITAL SIGN ADVERTISING

	MEMBER	NON-MEMBER
Four-Week Period	\$200	\$250
Annual - 13 Four-Week Periods	\$2,275 (\$175 per period)	\$2,925 (\$225 per period)



DIGITAL SIGN SPECS

1280 pixels wide by 1024 pixels high
 Save artwork as .JPG or .PNG for stills;
 .mov or .mp4 for video
 Create in RGB color mode
 for best color match

YES! I want to advertise!

4-week period # of periods _____

Start/End Dates _____
 Annual (13 periods)

Start/End Dates _____

Business Name _____ Contact Name _____

Address _____ City _____

Phone _____ Email _____

Method of payment: Cash Check Credit Card Chamber Member: Yes No

Signature _____ Date _____

PAYMENT - Ads must be paid in full before the advertisement goes live. Payment can be made by at the chamber office (120 N. Greenbriar Rd.), via mail (P.O. Box 262, Carterville, IL 62918) or online. Checks made payable to Carterville Chamber of Commerce. Online payments can be made by emailing chamber@cartervillechamber.com and requesting a payment link. Payment is fully refundable if cancellation is received three (3) business days in advance of the beginning of the ad display period. No refunds will be issued if cancelled less than three (3) days prior to ad display period start date.

ADVERTISING ROTATION

Ads run 24/7, with each ad running for 8 seconds, 18x per hour, 432x per day. We allow for a maximum of 25 ads, with ten ads for business ads, two ads for welcome and time/weather, 13 for community events. Advertisers may change their advertisement a maximum of once a week. The calendar is booked on a first-come-first-served basis, however advertisers can sign up on a waiting list.

TERMS & CONDITIONS - This policy shall govern the digital sign and any variation requires approval from chamber's digital sign committee:

Thanks to the Harrison Bruce Foundation, the Carterville Chamber of Commerce manages the digital sign at Grand Ave. and Division St. and revenue supports chamber initiatives including supporting local business and scholarships. Advertising is available to chamber members, local businesses, organizations, community groups and residents. The chamber is not obligated to edit advertising, but may do so at their discretion if there are errors, for clarity or size of message. In the event this occurs, advertiser will be notified in advance.

Criteria for General Operation Acceptable Messages

- Welcome To Carterville (welcome is a permanent slot)
- Time and temperature (time and temperature is a permanent slot)
- Business advertisements (10 slots); community events (13 slots)
- Carterville Chamber of Commerce advertisements and general communication (events, membership, 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.
- 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).
- Veteran recognition including 100th birthday, welcome home or other messages as approved by chamber staff.

Messages Not Allowed

- Political, religious or discriminatory messages. Religious messages that are not allowed does not include advertisements for special events being hosted by a religious entity or ads/messages at the discretion of the chamber (such as "Merry Christmas.")
- Advertisements from special interest groups.
- Chamber has the right to refuse messages.

Priority For Use

- Set number of paid business ads (ten) - Advertising specifically created to promote and support in priority order: 1) Local business/chamber member; 2)Local business/non-chamber member; 3)Regional business/chamber member; 4) Regional business/non-chamber member. Advertisers can secure their monthly/4-week period or annual buys, but may not be able renew if availability has been reached its maximum and based on the priority of advertisers. Except to priority: Any individual or business with outstanding debt to the Carterville Chamber of Commerce.
- Welcome To Carterville (one slot) and Time & Temperature (one slot) - Permanent slots
- Set number of advertising community events (13) - Advertising for the Carterville Chamber of Commerce is priority; secondary is community groups and non-profit programs. Each rotation will always include both.

Fee Adjustments

- Business promotion that is conducted or sponsored by the Carterville Chamber of Commerce (such as ribbon cuttings, chamber sponsorships, etc.) will have no charge.
- Ad space may be traded for in-kind services. Value must be equal cost between service and ad fee and be approved by the chamber's digital sign committee.
- Community events can be advertised on the sign at a waived or reduced rate; costs, in-kind and other adjustments may be made at the discretion of the chamber's staff.
- Payment is 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 display period start date.

This policy was approved by Carterville Chamber Board of Directors - (date).