
Policy: Digital Sign Advertisement Guidelines
Main Contact: Communications and Digital Sign Administrator
Last Revision: May 2021

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Policy Statement

The Town of Renfrew has installed 4 state of the art Digital Signs at high traffic locations within town, and advertising spaces are being made available for paid advertisements.

The Digital Signs provide increased opportunities to the Town for public messaging, as well as revenue generation through the sale of commercial advertising.

Background

The intent of this Policy is to guide the operation and use of these Digital Signs, as well as the content permitted to be included on the boards.

The municipal Digital Signs are viewed by the general public as representative of the municipality, and will therefore need to be operated in a manner that positively represents the Town of Renfrew.

This Policy shall apply to all Advertising Agreements and business relationships between the Town of Renfrew and the business, individual, or group entering into the agreement.

As new issues arise, this Policy and the applicable Appendices will be reviewed and modified according to current situations. Any comments or suggested revisions should be directed to the Communications and Digital Sign Administrator.

Definitions

Community Group or Organization: is defined as a recognized and/or organized community association or club (ex. Renfrew Minor Hockey Association, Renfrew Skating Club, etc.), or a locally based service club.

Registered Not-for-Profit Organization: must be a registered, non-profit volunteer organization, and must be currently active in the Town of Renfrew, and have been active for at least one full year.

Registered Charitable Organization: must be a registered, charitable organization, currently active in the Town of Renfrew and surrounding area, and have been active for at least one full year (ex. Registered animal rescues, health and children's charities, etc.)

DIGITAL SIGN DETAILS, USAGE & PROCEDURES

Location of Digital Signs:

The Digital Signs are located in 4 high traffic areas in Renfrew:

- 1) O'Brien Road – Hwy 60 – Double Sided Sign
- 2) Stewart Street – Hwy 60 – Single Sided Sign
- 3) Lisgar Avenue – Hwy 132 – Single Sided Sign
- 4) Bruce Street – County Road 20 – Single Sided Sign

Administration of Digital Sign Messaging:

- 1) All digital messaging on the signs will be managed by the Town of Renfrew's Communications and Digital Sign Administrator.
- 2) Any parties wishing to reserve or purchase a space on these Digital Signs will be required to provide the Communications and Digital Sign Administrator with the required forms and information.
- 3) Forms can be obtained at either Town Hall, the Recreation Department, or on the Town of Renfrew's website at <https://www.renfrew.ca/>.
- 4) All digital advertising and messaging will be handled through the Advertising Agreement between the Town of Renfrew and the purchaser. Commercial/business advertisers, as well as not-for-profit groups, service groups, and community groups will be required to enter into this agreement in order to advertise on the Town of Renfrew's Digital Signs.
- 5) The Advertising Agreement will contain dates of commencement and conclusion for advertisements, associated costs, ad design and content for all advertisements, authorization of ad design, and acknowledgement that this Policy is understood in full.

- 6) For all advertisements, this agreement will also act as an invoice for the sale of advertising spaces, stipulating the total costs for the advertising package purchased.
- 7) Should the signs experience any technical difficulties deemed to be a significant interruption of service by the Communications and Digital Sign Administrator, the advertisements will be extended to ensure all Advertising Agreement conditions are met.

Advertising Rates:

- 1) Advertising rates will be applied to all commercial and business advertisements. All rates will be published on *Appendix B – Digital Sign Advertising Rates and Options*, which is provided with this package. It is also available on the Town website at <https://www.renfrew.ca/>, and able to be obtained at either the Town Hall or the Recreation Center.
- 2) Registered not-for-profit, charitable or service groups will have applicable rates of 60% of the listed advertising prices, found on *Appendix B – Digital Sign Advertising Rates and Options*, however any applicable additional charges for ad design are paid in full.

Advertisement Priority:

The objective for content is to include 50% municipal content, and 50% paid advertisements. However, The Town of Renfrew may include more than 50% of content if space is available.

3 types of user groups will be permitted to submit advertising and content, in the following priority.

- 1) Town of Renfrew information and announcements. These advertisements will include use by all departments and facilities, in the following priority order:
 - a. Emergency messages (in the event of an emergency, the Town of Renfrew has the right to suspend all messages and use the digital signs for emergency purposes only)
 - b. Messages from the Town of Renfrew. These messages will include Town of Renfrew run events and special occasions, Council information, important departmental information, facility information, due dates, and updates.
 - c. Safety related messages, such as fire prevention, public safety suggestions, education and notices.
 - d. Messages from other government agencies that have a local impact or significance.
- 2) Commercial Advertising, made available to local and regional businesses and groups.
- 3) Advertising by not-for-profit groups, charitable groups, community groups, and service clubs.

Scheduling and Rotation:

- 1) All digital advertisements will be scheduled in a fair and equitable way with respects to time and rotation, and package purchased.
- 2) The Digital Signs will operate 7 days a week, 18 hours a day, beginning at 6 a.m. and ending at 11:59 p.m.
- 3) The ideal length of time for each ad to be displayed is 10 seconds, and ads will be scheduled in accordance with this recommendation.

Advertisement Content:

- 1) Appearance of messages is subject to electronic and mechanical limitations. Messages should remain simple and short, including information such as name of event/company, dates, or locations.
- 2) Advertisers should remember that with this kind of advertising platform, simple is better.
- 3) The following content and messaging will **not** be permitted to be posted on the digital signs:
 - a. Any advertising that indicates that the Town of Renfrew endorses any one product or service over another.
 - b. Any advertisement that conveys a negative message that might be deemed prejudicial to any religious group or belief.
 - c. False, misleading or deceptive messages.
 - d. Messages that present a discriminatory, demeaning or derogatory portrayal of individuals or groups, or that contain anything which is likely to cause deep or widespread offence.
 - e. Events or functions open only to members of an organization.
 - f. Any advertisements or information that has adverse effects on either public safety or on the Corporation's image.
 - g. There will be no political or campaign advertisements.

The Town of Renfrew reserves the right to refrain from entering into an Agreement for advertisements that may reflect poorly on the Town of Renfrew, or portray messages that may cause distress.

Content Submission:

- 1) All digital message requests must be submitted a minimum of 2 weeks in advance of the date on which the messaging is to commence on the Digital Signs. Messages submitted less than 2 weeks in advance will **not** be accommodated.
- 2) The Purchaser is required to provide a file image of the ad, designed according to the guidelines and templates provided in *Appendix C – Digital Sign Design*. Additional fees will be applied to advertisements that require more than 2 redesigns of the ad by the Communications and Digital Sign Administrator, or require numerous correspondences and changes in order to define an approved ad design, at a rate of \$50 per hour.
- 3) The Communications and Digital Sign Administrator will have editing rights for any content submitted in order to ensure that the advertisement is able to be displayed in a way that allows for optimal viewing (grammar issues, difficult to read text colors and sizing, etc.).

Contacts

Jenna McEwan
 Communications and Digital Signs Administrator
 Telephone: 613-432-4848, x109
 Email: jmcewan@renfrew.ca

Jordan Wall
 Recreation – Facilities Coordinator
 Telephone: 613-432-313, x703
 Email: jwall@renfrew.ca

Change History

Policy Name	Effective Date	Significant Changes	By-law No.
Digital Sign Policy	May 2021		N/A