



# **POLICY**

## COMMUNITY ELECTRONIC SIGN

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### **What is the Electronic Sign?**

The electronic sign is located near the intersection of Cross Street and Illinois Route 47 in Sugar Grove, IL and displays upcoming ads and trending news that benefit the community.

### **Who can advertise?**

Shareholders listed below may submit ads for free and other non-profit organizations may submit ads for a fee.

- Sugar Grove Park District
- Village of Sugar Grove
- Sugar Grove Community House
- Sugar Grove Township
- Sugar Grove Fire Protection District or Auxiliary
- Sugar Grove Corn Boil

### **What can I advertise?**

- Upcoming Events
- Registration Deadlines
- Announcements
- Fundraisers
- Job Postings
- Volunteer Opportunities
- Other messages

### **Policies**

The electronic sign is maintained by the Sugar Grove Park District who assumes the role of Content Manager. All content submitted for posting must demonstrate an appropriate affiliation with the community of Sugar Grove, IL. Personal notices, external advertising and private events will not be posted.

- Ad submissions will be posted on a first come, first served basis.
- Ads will typically be posted no more than two (2) weeks prior to the event date and/or no more than two (2) weeks prior to the registration deadline.
- All ads submitted are subject to approval based on technical specifications and appropriate content.
- The sign runs on a set schedule; all content will be rotated equally. The Content Manager reserves the right to alter this rotation for critical messages chosen at their discretion.
- Sign may not be used by any for-profit agency or for private events (e.g. garage sale, birthday, anniversary, etc.).
- The Content Manager reserves the right to remove all content without prior notice.
- The Content Manager reserves the right to hold ad space for certain messages.
- The Content Manager reserves the right to edit the content of the ad for length or clarity.

### **What are the ad requirements?**

- Message Option A: 20 characters per line, 3 lines, font size 8
- Message Option B: 15 characters per line, font size 14
- Message Option C: 10 characters per line, 1 line, font size 20
- Payment of cash or check must accompany request form to reserve date.
- Request form must be submitted one week prior to ad start date.



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### **How long will my ad be posted?**

Your ad will be posted for a maximum of two weeks and beginning on Mondays. If your ad is an event, it will be removed after the event has taken place. If your ad for an event more than two weeks prior to the start date, please indicate on the request form the date you would like the ad published.

For recurring programs and events, your ad will be scheduled to appear for a specific day throughout the season (e.g. Senior Events would be displayed on every Wednesday and Thursday instead of every day of the week) to help increase its performance and eliminating fatigue.

### **Display Time**

Ads appear for five seconds

### **Can I submit more than one slide?**

Only one ad per event can be posted at one time. If an ad for an event has met its two-week period, a second newly designed ad may be published. An organization can have multiple ads for different programs running at one time.

### **Emergency Notifications**

In the case of an emergency, the sign will be updated to only display info related to the emergency. Once the emergency has been lifted, the sign will resume displaying the scheduled ads.

### **How do I submit an ad?**

To submit an ad, please visit: [sgparks.org/signrequest](http://sgparks.org/signrequest)