

Village of North Freedom LED Sign usage Policy

Usage policy of the advertising sign provided by the Village of North Freedom.

- Weekly Posting Rate:
 - o All ads will be charged a weekly rate and paid per week with the exceptions provided below.
 - o Purchased ads may be placed on the sign up to 8 weeks in advance within the parameters set below. Ads may not be placed more than 8 weeks in advance without approval of the Sign Manager/Village Clerk.
 - Exceptions for the free ads for business and non-profits may run continually.
 - o The Village of North Freedom and all its various entities will not be charged for running ads and may run their ads as deemed necessary by their department heads.
 - o **If a business or non-profit desires to run an ad for 8 weeks or more, the rate will be the weekly rate minus 2 weeks for a discount.**
Example: A customer runs an ad for 10 weeks, but will only pay for 8 weeks.

Primary Manager of Sign:

- The Village Clerk will be the primary manager of the sign. The Village Clerk will choose one day a week in which the sign will be updated. Chosen day of the week: Friday.
- All information that needs to be added to the sign or updated for the next week needs to be into the Village Office in writing/email the day prior to the day the Clerk will update the sign. By Thursday at 8:00 A.M.
- Run Time is: Friday to Thursday - All adds will run (be posted on the sign) from the time the sign is updated on the chosen day until the next day in which it is updated.

Rates for posting:

- All ads that require payment of a weekly/monthly rate **must be paid at the time of submission of ad to Primary Manager of Sign.**
 - o **The weekly rate is \$ ~~20.00~~.**
- All ads posted to the sign will run for one week/7 days. (see above)
- Village of North Freedom ads take priority over all other ads that may be put on the sign.
- Village of North Freedom ads will run for as many weeks as are deemed necessary by the Village Board President, Clerk, Fire Chief, and Library Director.
 - o **Business:** within the North Freedom Village Limits:
 - **One posting/week for free of regular/holiday business hours.**

- Any posting for the business for special events or other specials over the "normal" will be charged at the weekly rate.
- Businesses may be limited to 3 total ads depending upon the number of ads requested for the week.
- **Non-Profit:** within the North Freedom Village Limits:
 - **No charge.**
 - Non-Profits may be limited to 3 total ads depending upon the number of ads requested for the week.
- **Businesses within the Town of Freedom Limits:**
 - **One posting/week for free of regular/holiday business hours.**
 - Any posting for the business for special events or other specials over the "normal" will be charged at the weekly rate.
 - Businesses may be limited to 3 total ads depending upon the number of ads requested for the week.
 - Non-Profits would follow the standard Non-Profit rules above.
- **Businesses outside of Village and Town of Freedom limits:**
 - **One posting/week for free of regular/holiday business hours.**
 - Any posting for the business for special events or other specials over the "normal" will be charged at the weekly rate.
 - Businesses may be limited to 2 total ads depending upon the number of ads requested for the week.
 - Non-Profits would follow the standard Non-Profit rules above.
- **Individual Resident Use:**
 - Residents of the Village of North Freedom and Town of Freedom desiring to place an ad wishing their spouse, children happy birthday, etc; or promote a personal event may **do so for the weekly rate.**
 - All posts must be publicly/socially acceptable and adhere to the ordinances of the Village of North Freedom. Please reference Village of North Freedom Ordinances Chapter 9 & Chapter 10.

This Municipal Policy may be amended without prior public knowledge by the Village of North Freedom Board at any time.