



## PURCHASING 'ELECTRONIC SIGN' ADVERTISING

The sign runs from 6 am-11 pm, 7 days a week with a maximum of 30 ads per day. Sign size is 5' wide x 3' deep Advertising must be booked at least 14 days before the message goes live. Less notice will reduce the chance of availability. **You will receive a proof** with a sample or two of what the ad will look like prior to loading. **Graphics or logos must be supplied at the time of booking in jpeg or png format. Sent to: info@npchamber.com**

**Payment must be made prior to running.**  
**Cheque, e-transfer, cash or credit card accepted.**

NAME / BUSINESS NAME

CONTACT NUMBER / E-MAIL IF WE DON'T HAVE IT

DATES YOU WANT TO RUN THE MESSAGE

EVENT DETAILS:

### POLICY / GUIDELINES FOR ADVERTISERS

The following guidelines are to ensure a fair and consistent approach to dealing with 'customers' regarding display advertising on the Chamber of Commerce Electronic Sign.

All messages will have to follow Chamber principals.

1. No 3rd party ads. A Chamber member cannot place an ad on behalf of a non-chamber member at the member price.
2. Advertising must be booked in advance in blocks of weeks/ months, not days.
3. Non-suitable graphic formats requiring additional processing or manipulating may be subject to a layout fee of \$30. Noting—not all graphics can be reproduced on the digital sign due to the resolution issues. All attempts will be made to satisfy customer.
4. Multi-week/month ads may have minor changes or updates applied upon agreeance at booking. If a change has to be made after 'published' there will be a \$25 fee.
5. Messages which need to go LIVE in less than 2 weeks will incur a \$50 rush fee. All advertisements will receive a proof prior to running, and corrections made to satisfy client.

### BASE RATES FOR ADVERTISING ON DIGITAL SIGN

1 week	\$100	\$65	Chamber Members save 35%
1 month	\$300	\$195	
3 months	\$800	\$520	Chamber Partners save 50%
6 months	\$1600	\$1040	
1 Year	\$3000	\$1950	

Booking Priority will always be given to Chamber Members/Partners

**STATS: Based on the maximum 30 ads in a loop - your message appears for 6 seconds once every 3 minutes, 20 times/hour or 360 times/day. Based on a run of 28 days, it would appear 10,080 times.**