



## **Community Advertisement Use Policy**

The Community Reader Board sign is a variable message sign located at Highway 10 and 25 in Big Lake, MN. The sign was paid for through donations and is maintained and operated by the City of Big Lake. Other forms of advertisement addressed in this Use Policy include the City's Website, the City Newsletter that goes out in hard copy to all residents of Big Lake, the Cable Channel (180), and the Bulletin Board located in the City Hall Lobby. The main purpose of these various forms of advertisement is to inform the public of upcoming City of Big Lake sponsored events, meetings, and general City of Big Lake information. It is also the intent of the City of Big Lake to include community-wide messages that would be beneficial to the community at large.

Messages for City-sponsored events will be displayed through the above described advertisement platforms. Messages for other community-wide events in the City of Big Lake may include Big Lake non-profit civic groups/community organization events, and educational groups originating in the City.

- 1) The main purpose of these advertisement platforms is to inform the public of upcoming City of Big Lake sponsored events, meetings, and general City of Big Lake information.
- 2) There will be no price advertising allowed or use for commercial purposes.
- 3) Special event messages allowed will be ones sponsored, produced, or endorsed by the City of Big Lake, Big Lake Schools, Big Lake Chamber of Commerce & Industry, and Big Lake non-profit civic groups/community organizations. The Recreation Coordinator shall review all requests, and approval or rejection shall be at the sole discretion of the Recreation Coordinator.
- 4) No editorial messages will be allowed.
- 5) The City of Big Lake reserves the right to limit both the frequency and duration of messages.
- 6) The City of Big Lake will not be responsible for errors on any advertisement platforms.
- 7) All message requests must be on the application form available at City Hall or from the City Website located at: [www.biglakemn.org](http://www.biglakemn.org).
- 8) Message requests must be made between 8:00am and 4:30pm, Monday through Friday, in person at City Hall. They can also be e-mailed to [cscott@biglakemn.org](mailto:cscott@biglakemn.org), or faxed to 763-263-0133 as long as information is clear on the application form and a contact person can be reached for clarification, if needed.
- 9) The various Big Lake advertisement platforms shall not be used to advertise or promote candidates, political parties, or political issues.

For more information or to request placement of a message: Contact Recreation Coordinator Corrie Scott at Office phone (763-463-9320); e-mail at ([cscott@biglakemn.org](mailto:cscott@biglakemn.org)); or by fax (763-263-0133).

# City of Big Lake – Community Advertisement Request Form

Please type or clearly print your message below. The message may be edited to allow it to fit on the community sign.

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What are the dates you want your message posted?

Dates: from \_\_\_\_\_ to \_\_\_\_\_

Organization: \_\_\_\_\_

Contact person: \_\_\_\_\_

Address of contact person: \_\_\_\_\_

Daytime phone number of contact person: \_\_\_\_\_

E-mail address of contact person: \_\_\_\_\_

I have read and understand the policy regarding use of this community sign.

\_\_\_\_\_ (Date) \_\_\_\_\_ (Signature)

Where would you like this message posted? *Please Circle\*\**

Reader Board

Cable Channel

Website

City Newsletter

Bulletin Board

\*\*Note that this is a request form and each media type must be approved before posted.

\*\*Please provide a pdf or jpeg of a flyer for your event if requesting Bulletin Board posting.

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*For office use only:*

Date received: \_\_\_\_\_

Reader Board \_\_\_\_\_

City Newsletter \_\_\_\_\_

Cable Channel \_\_\_\_\_

Bulletin Board \_\_\_\_\_

Website \_\_\_\_\_