



Marion Chamber of Commerce Digital Sign Usage Agreement

Name of renter: _____ Business name: _____

Address: _____ City: _____

Phone: _____ Email: _____

Method of payment: ☐ Cash ☐ Check ☐ Credit Paid: _____ Chamber member: ☐ Yes ☐ No

Cost for 15-second ads:

	<u>Members</u>	<u>Non Member</u>		
<input type="checkbox"/> Weekly	\$25	\$150	Start date: _____	End date: _____
<input type="checkbox"/> Monthly	\$75	\$450	Start date: _____	End date: _____
<input type="checkbox"/> Annual	\$475 <i>63% savings</i>	n/a	Start date: _____	End date: _____

Signature: _____ Date: _____

Ads can be up to 2 lines of text with the typical line containing about 18 characters (including spaces). Ads run twice for 15 seconds each on a 5-minute loop. We allow for a maximum of 10 ads, which means each ad is live on the board 576 times every day and approximately 17,520 times per month. The sign runs 24/7 so your message gets greatest exposure. All ads must be paid in full before the advertisement goes live.

The Marion Chamber of Commerce makes the electronic sign available for rent to a wide variety of Chamber members, local businesses, organizations, community groups and residents. This policy shall govern the use of and fees for use of the sign located at 2305 West Main, Marion. Any variation from this policy shall need approval of the Chamber's Marketing Committee.

Criteria for General Operation

Acceptable Messages

- Business advertisements
- Marion Chamber of Commerce advertisements and slogans to promote membership, events, etc.
- Special city and non-profit programs, cultural events, services, events and promotions are permitted to be displayed if they serve to promote events and non-profit activities that benefit charity or promote culture, recreation or education
- Current time and temperature
- Non-profit organization and government notices
- Recognition of significant team or individual championships or achievement





- Recognition of elected officials or city employees, provided the notice only recognizes long service, outstanding service and/or retirement
- Emergency public notifications (water restrictions, public safety issues, City and County issues)

Messages Not Allowed

- Political, religious or discriminatory messages
- Advertisements from special interest groups

Priority for Use

- Advertising specifically created to promote and support local member businesses first, and secondarily, non-member businesses
- Advertising for the Marion Chamber of Commerce
- Advertising for community groups and not for profits, including public events

Exceptions

- Any individual or business with outstanding debt to the Marion Chamber of Commerce
- Any special interest group determined to be of risk in affiliation with the Chamber of Commerce as determined by the Marketing Committee.

Waived or Reduced Fees

Rental fees will be waived for use for the following purposes and/or to the following groups at no charge:

- Meetings and events conducted or sponsored by the Marion Chamber of Commerce (such as Chamber of Commerce luncheons, Ribbon Cuttings, events, etc.)
- Ad space may be traded for in-kind services by use of contra agreement when and in equal value where approved by the Marketing Committee
- Events that benefit the community can be advertised on the sign at a waived or reduced rate.

Other

- Staff reserves the right to edit for clarity or size of message. The Marion Chamber of Commerce reserves the right to refuse messages
- Business messages may appear for up to one full calendar year on the sign, prior payment in full is required
- Not for profit, nonmember and reduced rate messages are not eligible to book ads for one full calendar year.
- To maximize staff efficiency in maintaining this service, the Marion Chamber of Commerce will edit message once time only per week at no additional fee
- Additional changes in programming or advertisement will result in additional fees to the customer
- Messages/ads/etc. can only be changed a maximum of four times per month.

Reservations

- The calendar is booked on a first-come-first-served basis. Reservations may be made up to one year in advance. All rental fees are due when the sign is reserved. Quarterly invoicing for annual rentals is available. Rental fees are payable by cash, check or credit card to the Marion Chamber of Commerce.

Cancellations

- Rental fees are fully refundable if cancellation is received three (3) business days in advance of the rental. No refunds will be issued if cancelled less than three (3) days prior to the rental.

