

## Digital Sign Terms & Contract

The Holton/Jackson County Chamber of Commerce's digital sign is made available to Chamber members and non-members for advertising messages at the following rates\*\*:

	<u>1 SLIDE / ROTATION</u>	<u>2 SLIDES</u>	<u>3 SLIDES</u>
▫ <b><u>Chamber Members:</u></b>			
Weekly:	\$50 / week	\$80 / week	\$95 / week
Monthly:	\$90 / month	\$150 / month	\$180 / month
Yearly:	\$800 / year	\$1,000 / year	\$1100 / year
▫ <b><u>Chamber Member Non-profit Organizations:</u></b>			
Weekly:	\$25 / week	\$40 / week	\$50 / week
Monthly:	\$50 / month	\$80 / month	\$95 / month
Yearly:	\$450 / year	\$700 / year	\$825 / year
▫ <b><u>ALL Non-Members:</u></b>			
Weekly:	\$75 / week	\$100 / week	\$115 / week
Monthly:	\$150 / month	\$250 / month	\$300 / month
Yearly:	\$1,000 / year	\$1,300 / year	\$1450 / year

**The daily rate (maximum 1 slide / rotation) is \$20 / day.**

**\*\*Any deviation from the posted fee schedule is subject to review and approval by the Board of Directors of the Chamber.**

- 1). Ads must be submitted to the Chamber office at least **10 days** before being displayed on the digital sign. The Chamber can assist with basic design, or can refer you to professionals who will design your message for a fee. Ads may be submitted via e-mail to [www.chamber@exploreholton.com](mailto:www.chamber@exploreholton.com) in the following importable file types: .jpg, .wmp, .png, .bmp, and .gif graphic files. **Please discuss your design and file type with the Chamber office to ensure the best readability on the digital sign.**
  
- 2). Full payment to the Chamber must accompany your first submission, based upon the selected term and prices listed above.
  
- 3). Slides may be changed up to 12 times (once per month) for yearly contracts; monthly and weekly contract slides may not be changed.
  
- 4). Advertiser assumes full responsibility for notifying Chamber office of copy changes. Copy changes must be received at least 10 days prior to beginning of the new term and, if no changes are submitted, previous ad will be repeated. Contract may be renewed at the end of the selected term. Rate increases may apply.

**Answers to Frequently Asked Questions:**

**How often will my ad be seen?**

It depends on how many advertisers are using the sign at a given time.

Kansas Department of Transportation (KDOT) regulations require that slides be displayed for a minimum of 8 seconds each. 450 slides are displayed per hour; 10,800 slides are displayed in a 24-hour period. If, for example, 30 advertisers are using the digital sign with 2 slides apiece, each slide would be displayed every 8 minutes; each slide would be displayed 90 times (48 minutes) in a 24-hour period.

**How many ads may I place on the digital sign?**

Businesses and individuals may purchase as many ads as desired. An annual contract offers distinct price advantages as compared to weekly or monthly rates. Please refer to pricing terms on page 1.

**What types of text and images may be displayed?**

Text and logo images with 40 x 96 pixels display best. Complex images may not display clearly in low resolution. Bold face type and contrasting outline appears best. Please keep message to a maximum of 3 lines of text. Larger letters display more clearly. Refer to item 1 on page 1 for acceptable importable file types.

**Are there unacceptable display messages?**

Yes. The Chamber reserves the rights to not approve messages which it determines are not acceptable. This includes any off-color messages; messages intended to persuade voters of a particular issue, etc.

**What is the Chamber's cancellation policy?**

The contract may be cancelled at any time by the advertiser. If the contract is cancelled before being fully fulfilled, advertiser will be responsible for repayment of charges previously waived or discounted. The refund of any paid-in-full contract fee is subject to review by the Board of Directors of the Chamber. The Chamber reserves the right to cancel the contract at any time.

**My Signature indicates acceptance of the Chamber Digital Sign Contract Terms:**

_____	_____
Signature	Print Name
_____	_____
Date	Business Name
_____	_____
Phone	E-Mail Address

Contract Term: \_\_\_\_\_ Start Date: \_\_\_\_\_ End Date: \_\_\_\_\_