



Town of Hope Mills Digital Marquee Advertising Policy

The Town of Hope Mills Digital Marquee at the John W. Hodges Public Safety Center is intended to serve as a limited public forum for local cultural, recreational, educational, and social services, programs or other special events open to the public, and local Hope Mills businesses/organizations that are of interest to the Town of Hope Mills and its residents.

1. Locations
 - a. John W. Hodges Public Safety Center (corner of Rockfish Road and Golfview Road)
2. The Town of Hope Mills reserves the right to decline an application that does not meet the stated intent and criteria of this Digital Marquee Advertising Policy.
3. Applications are considered on a first-come, first-served basis.
4. One slide is limited to five lines of 20 characters, including spaces, to create a clear and concise message. The more characters, the smaller the font size.
5. Display period options:
 - a. 1 Day
 - b. 1 Week (7 days)
 - c. ½ Month (14 days)
 - d. 1 Month (28 days)
6. Fee is based on fee schedule (see fee schedule on page 2). Payment is due upon completion and submittal of the Digital Marquee Advertisement Request Form.
7. For an additional consecutive slide pertaining to the first message slide, an additional fee of \$55.00 will be charged.
8. Applications may be submitted up to twelve (12) months before the scheduled event, program, or service and no less than fourteen (14) days prior to the requested scheduled date. Digital Marquee Advertising applications submitted less than fourteen (14) days prior to the posting date will not be accepted.
9. Digital Marquee Advertising containing a website address will require a copy of website information submitted with the application.
10. A maximum of ten (10) single digital marquee “images” can be displayed at one time. This may include four “paid” application advertisement messages, four (5) Town messages and one (1) internal message for important last-minute Town or emergency postings.
11. Final approval of an application or co-sponsor/partner designation of applicant is made at the discretion of the Town Manager or designee (Parks and Recreation Director and/or Assistant Director).
12. In the event of more requests than allowable Digital Marquee advertisements, the Town reserves the right to determine priority of displays.
13. The Customer that is responsible for payment warrants that all approved design, artwork, or advertisement DO NOT infringe upon any trademarks or copyrights either Local, State, or Federal.
14. The Customer agrees to hold, defend, and indemnify the Town of Hope Mills, its associates and employees free and harmless from any and all losses, liability, claims, and demands, including Attorney fees or other fees, any suits that arise from any advertisement placed on the John W. Hodges Public

Safety Center Digital Marquee or any verbal ad content or subject matter including partial contents of ads or copy displayed on the Digital Marquee in pursuant of this policy/application.

15. Service Interruptions: In the event the Digital Marquee cannot service this agreement due to power outages caused by weather or other non-controllable “natural acts”, there will be a grace period of four hours to restore the power failure. After this grace period the agreement will be extended by the number of lost hours. For any lost advertising due to malfunction in the digital marquee equipment, the agreement will be extended by the number of hours lost due to malfunction.
16. The Town of Hope Mills does not guarantee the specific amount of “image” or the number of “spots” during any given 24 hours. However, a “spot” within a rotation will generate a minimum of 1,000 “images” per 24-hour period. (Example: 86,400 seconds in a 24-hour period. If all 10 “spots” are being utilized at an 8 second display for each of those 10 “spots”, to total 80 seconds, then each “image” will be viewed over 1,000 times.)

Digital Marquee Advertising Fees	Proposed Fees
John W. Hodges Public Safety Center Marquee	
• Birthday Announcement (1 day, 1 image only)	\$25.00
• 1 Day, per image	\$55.00
• 1 week (7 days), per image	\$85.00
• ½ Month (14 days), per image	\$125.00
• 1 month (28 days), per image	\$200.00
Additional Fees – Optional*	
• Customization Fee (for the use of custom graphics by Town of Hope Mills employees.)	\$30.00