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# POLICY FOR ELECTRONIC SIGN USAGE

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Policy No. AD-03-2016



MAY 9, 2016  
THE NATION MUNICIPALITY

Approved by Council May 9, 2016 Resolution # 289-2016  
Updated November 23<sup>rd</sup>, 2018



**CORPORATION OF THE NATION MUNICIPALITY**  
**POLICY FOR USAGE OF ELECTRONIC SIGN**

**May 9, 2016**

**INTENT**

The electronic sign located at 673 Limoges Road, Limoges ON is owned and operated by the municipality in partnership with the Limoges Citizens' Committee.

The purpose is that community interest messages, commercial advertising or public interest announcements be displayed on the electronic sign in order to promote activities and events, inform the public and to generate revenues by selling commercial advertising space.

**DEFINITIONS**

1. "Individuals" mean residents within The Nation Municipality.
2. "Charity" means an organization that is legally registered with the Canada Revenue Agency or the Government of Ontario and carries a valid registration number for charitable means.
3. "Not-For-Profit" and "Non-Profit" organization means a form of organizational structure which is institutionally operated on a cost recovery basis, for which incorporation is granted by the government or, in some jurisdictions, an unincorporated association of individuals, for a set purpose set out in statute such as religious, scientific, social, literary, educational, recreational or benevolent purposes.

**TERMS AND CONDITIONS**

1. The principle of first come, first served rules.
2. Organizations, businesses and individuals shall use the request for usage form available on the municipal website ([www.nationmun.ca](http://www.nationmun.ca)) or at the Municipal Office at 958 Route 500 West, Casselman, ON. K0C 1M0
3. The municipality shall post announcements in French and English. All requests shall be submitted translated by the applicant.
4. The request for usage form (Annex "A") shall be submitted to the municipality via email at [communication@nationmun.ca](mailto:communication@nationmun.ca) or fax 613-764-3310, at least **10 days** before the date of the activity. No request shall be accepted by telephone. Only written requests on the proper form and signed by the applicant will be accepted.
5. There shall be no political messages displayed.
6. The municipality reserves the right to pre-empt, remove or delay playing a display advertisement for non-payment or any other reason it may deem necessary such as emergency announcements.

7. Payment shall be made at least 5 days before the posting is to appear. If not paid, posting will not appear.

#### **SETUP, FREQUENCY AND LENGTH OF MESSAGES**

1. The setup, frequency and length of the message are at the sole discretion of the Municipality. The Municipality reserves the right to modify the message, to refuse or to delay the appearance of the message to a later date. No vulgar language shall be accepted.
2. The Municipality shall not be held responsible for errors made resulting from errors submitted by an applicant.
3. If the activity or event is cancelled before or during the appearance of the message, the Municipality shall be advised as quickly as possible. If fees have been charged, no rebate shall be reimbursed.
4. The Municipality shall not be held responsible for any stoppage or break-down of the electronic sign that is beyond its control.

**FEES**

**NON-PROFIT ORGANIZATIONS**

The following groups/organizations shall have unlimited free access for announcements on the electronic sign:

- Public service announcements
- Non-Profit groups
- Community groups
- Fundraising activities within The Nation
- Sports activities
- Citizen's Committee
- Limoges Health Hub
- Senior Citizen's groups

All other announcements shall be subject to the following fees:

Organizations within The Nation Municipality	Organizations outside The Nation Municipality
\$20.00 for 7 days	\$40.00 for 7 days
\$30.00 for 14 days	\$60.00 for 14 days
\$60.00 per month for 1 to 3 months	\$120.00 per month for 1 to 3 months

**BUSINESSES**

Businesses within The Nation Municipality	Businesses outside The Nation Municipality
\$75.00 for 7 days*	\$120.00 for 7 days*
\$100.00 for 14 days*	\$180.00 for 14 days*
\$180.00 for 6 months*+	\$360.00 for 6 months *+
*Please provide your message in JPEG format or on a USB stick, otherwise add \$50.00 for mounting. + A fee of \$50.00 will apply for any changes in the message.	*Please provide your message in JPEG format or on a USB stick, otherwise add \$50.00 for mounting. + A fee of \$50.00 will apply for any changes in the message.

**INDIVIDUALS**

Residents within The Nation Municipality	Individuals outside The Nation Municipality
\$25.00 for 3 days*+	\$50.00 for 3 days*+
*Please provide your message in JPEG format or on a USB stick, otherwise add \$50.00 for mounting. + A fee of \$50.00 will apply for any changes in the message.	*Please provide your message in JPEG format or on a USB stick, otherwise add \$50.00 for mounting. + A fee of \$50.00 will apply for any changes in the message.

**For further information, please contact:**

- Josée Brizard, Clerk – 613-764-5444 (ext. 235) [ibrizard@nationmun.ca](mailto:ibrizard@nationmun.ca)
- Karine Lalonde, Communication and Marketing Coordinator – 613-764-5444 (ext. 231) [communication@nationmun.ca](mailto:communication@nationmun.ca)
- Yannick Hamel, I.T. Manager – 613-764-5444 (ext. 238) [yhamel@nationmun.ca](mailto:yhamel@nationmun.ca)

The Nation Municipality  
958 Route 500 West, Casselman, ON K0A 1M0

Phone: 613-764-5444

Fax: 613-764-3310



CORPORATION OF THE NATION MUNICIPALITY

APPLICATION FOR INSERTION OF MESSAGE ON ELECTRONIC SIGN

PLEASE CHECK BOX    Non-Profit   

Charity (Charitable Number \_\_\_\_\_)   

Commercial                          Non Local   

1. Identification of Requester

Name of Group	Name of Requester
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Address: \_\_\_\_\_

Province: \_\_\_\_\_ Postal Code : \_\_\_\_\_ Phone: \_\_\_\_\_

Email \_\_\_\_\_

2. Message requested

ENG \_\_\_\_\_

ENG \_\_\_\_\_

FRE \_\_\_\_\_

FRE \_\_\_\_\_

3. Length of time to Appear

Start:                       Finish:

4. Declaration and Signature

*The Municipality shall not be held responsible for errors, omissions and other occurrences resulting from the inserting the requested information. The content is from the requester and the Municipality is not responsible for this. Should there be a breakdown of the electronic sign, there shall be no rebate reimbursed to the requester.*

Signature: \_\_\_\_\_ Date: \_\_\_\_\_