

## PURCHASING "ELECTRONIC SIGN" ADVERTISING

The sign runs from 6 am-midnight, 7 days a week with a maximum of 30 ads per day.

Sign size is 5' wide x 3' deep

Advertising must be booked at least 14 days before the message goes live. Less notice will reduce the chance of availability. You will receive a proof with a sample or two of what the ad will look like prior to loading.

Graphics or logos must be supplied at the time of booking in jpeg or png format.  
Sent to: [info@npchamber.com](mailto:info@npchamber.com)

\_\_\_\_\_  
Name / Business

\_\_\_\_\_  
Contact ? Phone No.

\_\_\_\_\_  
When is message to run

\_\_\_\_\_  
Business message / Event details

\*Non-member ads must be paid prior to running.

\*Payment by: credit card, e-transfer, cash or cheque

### POLICY / GUIDELINES FOR ADVERTISERS

The following guidelines are to ensure a fair and consistent approach to dealing with 'customers' regarding display advertising on the Chamber of Commerce Electronic Sign. **All messages will have to follow Chamber principals.**

1. No 3rd party ads. A Chamber member cannot place an ad on behalf of a non-chamber member at the member price.
2. Advertising must be booked in advance in blocks of weeks/months, not days.
3. Non-suitable graphic formats requiring additional processing or manipulating may be subject to a layout fee of \$30.
4. Multi-week/month ads may have minor changes or updates applied upon agreeance at booking. If a change has to be made after 'published' there will be a \$25 fee.
5. Messages which need to go LIVE in less than 2 weeks will incur a \$50 rush fee.

All advertisements will receive a proof prior to running, and corrections made to satisfy client.

### BASE RATES FOR ADVERTISING

1 WEEK	<b>\$100</b>
1 MONTH	<b>\$300</b>
3 MONTHS	<b>\$800</b>
6 MONTHS	<b>\$1600</b>
1 YEAR	<b>\$3000</b>

**Chamber Members  
save 35%  
Chamber Partners  
save 50%**

**Booking Priority will always be given to  
Chamber Members/Partners**

**STATS: Based on the maximum  
30 ads in a loop - your message  
appears for 6 seconds once every  
3 minutes, 20 times/hour or 360  
times/day.**

**Based on a run of 28 days, it  
would appear 10,080 times.**