

# **Policy for Usage of the LED Sign Owned by Caddo Mills Economic Development Corporation (EDC)**

## **Purpose**

The Caddo Mills Economic Development Corporation (EDC) provides a public-facing LED scrolling sign to promote local businesses, community events, and public service announcements. This policy establishes guidelines for businesses bidding on marquee ad slots to provide fair access to high-visibility advertising while ensuring that the Caddo Mills EDC Marquee remains a community communication tool for city, chamber, and community events. Bids will be submitted once per calendar year, with winning bids securing a marquee slot for one month within that year, maintaining category exclusivity. The sign supports the EDC's mission to stimulate economic growth and community engagement within Caddo Mills. The following policy establishes guidelines for the usage of this sign, ensuring fair access and efficient operation for all.

## **Scope**

This policy applies to all businesses and organizations interested in securing marquee ad placements across our digital and physical advertising platforms. Seven marquee ad slots are available each month, with one slot reserved for a unique business category. Additionally, this policy outlines eligibility and guidelines for community messages displayed on the marquee.

### **1. Eligibility Criteria**

- 1.1. **Location Requirements:** Only businesses and organizations physically located within the Caddo Mills area are eligible to apply for advertising on the LED sign.
- 1.2. **Community-Focused Content:** The content displayed must benefit the community by promoting business services, upcoming events, or public services. Personal advertisements and political campaigns are not permitted.
- 1.3. **Non-Profit Entities:** Non-profit organizations in the area are eligible to apply for the same advertising opportunities as for-profit businesses.
- 1.4. **Eligibility for Community Messaging:** The Caddo Mills EDC Marquee is reserved exclusively for promoting city-sponsored events, chamber events, and community-wide activities that benefit the residents of Caddo Mills.

### **2. Advertising Slot Limitations**

- 2.1. **Number of Advertisers Per Month:** The LED sign will allow a maximum of 7 businesses or organizations to advertise per calendar month.

2.2. **Advertisement Duration:** Each business or organization will be allotted one 7-day slot per month during which their advertisement will run.

2.3. **Rotation Schedule:** Advertisements will rotate continuously throughout each day. Each ad will be displayed for 10-15 seconds per rotation.

2.4. **Run Frequency:** Advertisements will run on a rotation approximately every 2-3 minutes, depending on the number of ads scheduled.

### 3. Content Requirements

3.1. **Message Format:** Advertisements should be clear, concise, and suitable for a scrolling LED display. Businesses are encouraged to use short taglines, calls-to-action, website URLs, or phone numbers.

#### 3.2. Design Specifications:

- **Character Limit:** Ads should not exceed 100 characters per slide. Multi-slide ads are allowed but should be limited to 3 slides.
- **Graphics and Logos:** Simple logos and graphics may be included, but detailed images should be avoided to ensure clarity.

3.3. **Content Restrictions:** No offensive, defamatory, or discriminatory language. No political messaging.

3.4. **Public Service Announcements:** Community announcements or urgent messages may pre-empt scheduled advertising slots in case of emergencies.

### 4. Application Process and Scheduling

4.1. **Application Deadline:** Businesses must submit an application to the Caddo Mills EDC at least 14 days before the beginning of the month in which they wish to advertise.

4.2. **First-Come, First-Served:** Slots will be awarded on a first-come, first-served basis.

4.3. **Multiple Month Usage:** Businesses may apply for consecutive monthly slots but will only be awarded a new slot if space is available.

4.4. **Rescheduling or Cancellation:** Businesses that need to cancel or reschedule their advertising slot must inform the EDC at least 7 days in advance.

4.5. **Submission Process for Community Messages:** All marquee message requests must be submitted online at the Caddo Mills Website, including event details and any specific message requirements. Message files should be 240x90 in size and in JPG, PNG, or MP4 format. A \$50 fee is required for local organizations (except the City of Caddo Mills and the Chamber of Commerce) to promote community events or meetings. This fee covers the time and maintenance involved in updating the marquee.

## **5. Fees and Payment**

5.1. **Advertising Fee:** The fee for a 30-day advertising slot is \$250. Non-profit or Civic Announcements organizations may receive a discounted rate of \$125.

5.2. **Payment Deadline:** Payment must be made in full 7 days before the advertisement is scheduled to run.

5.3. **Refunds:** No refunds will be issued for businesses that fail to submit the necessary content by the deadline.

## **6. Sign Usage and Display Guidelines**

6.1. **Sign Display Times:** The LED sign will operate 24 hours daily.

6.2. **Visibility and Font Sizes:** The EDC may adjust font sizes, colors, or timing to optimize visibility.

6.3. **Ad Refresh Rate:** The frequency at which advertisements rotate may be adjusted.

6.4. **Emergency Interruptions:** Regular advertisements may be interrupted by emergency announcements.

## **7. Oversight and Enforcement**

7.1. **Content Review:** The EDC will review all submitted advertisements for compliance with this policy.

7.2. **Right of Refusal:** The EDC reserves the right to reject any advertisement that violates this policy.

7.3. **Policy Violations:** Businesses found in violation of this policy may lose their advertising privileges for up to 6 months.

## **8. Amendments to the Policy**

8.1. **Annual Review:** The EDC will review this policy annually.

8.2. **Modifications:** The EDC reserves the right to modify this policy at any time. Businesses will be notified of changes 30 days prior to implementation.

## **9. Bidding Criteria and Slot Allocation**

### **Annual Bidding Process:**

Businesses may submit bids for marquee ad slots once per calendar year, open from January 1 to January 31. Each business may only bid within its designated category (e.g.,

restaurants, retail, healthcare). At the end of the bidding period, the highest bidders from each category will secure one marquee slot for a single month within the year. Each business category will have only one representative in the marquee ad slots for any given month, ensuring exclusivity and maximizing visibility.

9.1. **Highest Bid Wins:** The five highest bids across all categories are awarded marquee slots on a monthly basis, with allocation based on bid amount and category.

9.2. **In the Event of a Tie:** Preference is given based on criteria such as bid submission date.

9.3. **Bid Confidentiality:** Bids remain confidential until the end of the bidding period, at which time winning bidders are notified.

## **10. Additional Terms and Conditions**

10.1. **Winning Businesses:** Winning businesses may not transfer or exchange awarded months.

10.2. **One Bid Per Category Per Year:** Only one bid per category per year; no additional bids or adjustments are accepted after the annual submission period.

### **Approval Process for Community Messages**

Messages will be reviewed for compliance with this policy before being displayed. Approval is granted at the EDC's discretion, based on the relevance, availability, and appropriateness of the message for the Caddo Mills community.

### **Duration of Display**

Display duration is determined by the EDC, considering the event's timing and relevance. Extended display periods may be granted for major community events or city-wide initiatives.

# Caddo Mills EDC LED Sign Advertising Application

Instructions: Please complete this form to apply for advertising on the Caddo Mills EDC LED scrolling sign.

Applications must be submitted 14 days prior to the desired start date.

## 1. Applicant Information

Business/Organization Name: \_\_\_\_\_

Business Address: \_\_\_\_\_

City, State, ZIP: \_\_\_\_\_

Primary Contact Person: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Email Address: \_\_\_\_\_

Website (if applicable): \_\_\_\_\_

## 2. Advertising Content

Proposed Advertisement Text (max 45 characters per slide):

1. Slide 1: \_\_\_\_\_

2. Slide 2 (optional): \_\_\_\_\_

3. Slide 3 (optional): \_\_\_\_\_

Logo or Graphic Submission (if applicable):  Yes  No

(Note: Please email all images to [Insert EDC Email Address])

## 3. Preferred Advertising Slot

Desired Start Date (Month/Year): \_\_\_\_\_

Are you interested in advertising for future months if slots are full?  Yes  No

Will you be applying for multiple consecutive months?  Yes  No

## 4. Advertising Fee

Fee Payment Method:  Credit Card  Check  Cash

Non-Profit Organization:  Yes  No

(If yes, you may qualify for a discounted rate)

## 5. Acknowledgment and Agreement

By signing this application, you agree to the terms and conditions outlined in the Caddo Mills EDC LED sign policy.

Applicant Signature: \_\_\_\_\_

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

## 6. Submission Instructions

Submit Completed Application By:

- Email:

- Mail:

Graphic/Logo Submission: Email your graphics to (email)

Payment Submission: Payment must be submitted via [Payment Options].