

**Vehicle Parking District
Downtown Norfolk, Nebraska
Electronic Sign Information and Policy**

Purpose – The Downtown Vehicle Off-Street Parking District No.1 of the City Of Norfolk, Nebraska hereinafter referred to as “VPD” in an effort to provide a dynamic messaging system for the downtown, its businesses, and the community, wants to make available its leased space on the electronic sign at 7th St and Norfolk Ave. The sign will post messages for the benefit of the Downtown and Downtown Businesses may purchase ad space on the sign to inform the public about their particular business or special event at their business. The sign may also be utilized for Amber alerts, Emergency notifications and other notifications from the City of Norfolk. Please be advised that, in case of emergency, the VPD reserves the right to change or alter the messages on the sign for the benefit of the public good and safety.

Responsibility – It will be the responsibility of the VPD to manage and post downtown businesses messages to the electronic sign. If there are any questions regarding the content of a business’s message, the VPD will make a decision regarding the request according to VPD guidelines/and at the VPD’s discretion.

Policy –

- Only the VPD and businesses within the VPD may post on the space the VPD has leased on the electronic sign.
- Requests for use of the electronic sign from businesses outside the VPD will be denied.
- No personal requests will be posted on the electronic sign, e.g., birthdays, engagements, births, weddings, etc.
- Payment for all ads shall be made payable to Vehicle Parking District #1 and must accompany ad form. Ad form and payment should be sent attention Vehicle Parking District #1 Norfolk Area Chamber Office 609 W Norfolk Ave, Norfolk Nebraska 68701.
- The form for business ads is available at <http://TheRiverPoint.com>. The ad form must be completed legibly and in its entirety. When complete email to Sign@TheRiverPoint.com. All Payments must be received within 10 business days of emailing ad to be included on the next month’s sign rotation. No ads will be posted on sign without payment being received at Norfolk Area Chamber Office.
- The VPD has the sole discretion to accept or reject the request and/ or the content of the message, as well as the ability to alter the text accordingly to fit the sign design.
- Messages shall not contain profanity or intolerant content relating to race, religion, sex, national origin or ethnicity.
- Businesses can purchase as many as two monthly ads or as little as a bi-weekly ad and will be limited by space available on a first come, first served basis. In situations where all ad spots are reserved, ads beyond one could be bumped should an advertiser request a first ad spot. This will be at the discretion of the VPD board.
- Bumped ads will run in the next ad cycle, have the ad time credited for later run or have ad payment refunded.
- Each message will appear on the sign for 10 seconds at a time.
- The sign will be illuminated 24 hours a day.

- Above all the VPD board will have final say in all matters governing management of the electronic sign. Any questions regarding management will be reviewed by a sub-committee consisting of 3 VPD board members and /or the full VPD board.

Sign Information –

- Double sided full color electronic message sign at the corner of 7th St. and Norfolk Ave. (sits parallel to 7th St.)
- Electronic message board is approximately 30" x 90".
- The total number of characters on each message shall not exceed 7 words, or 1 frame.
- Traffic count averages 7,665 vehicles per day.
- Frames will display for 10 seconds each. There will 360 frames per hour, totaling 8,640 frames in a 24 hour period. The ad frequency is dependent on the number of advertisers using the sign. Each message is allowed 1 frame (10 sec.)

By example if there are 6 advertisers with 2 different ads running in the rotation an ad will be seen every 2 minutes. Each ad will be seen 720 times in a 24 hr period. The ads will be displayed for a total of 120 minutes per day.

Best Practices –

- Do use text and logo images. Do not use complex images that will not display clearly in resolution.
- Do use bold face type with a contrasting outline. Do keep message to 3 lines of text. The larger the letters the more visible they will be.
- Do make each frame a complete thought. Do not rely on the public seeing both frames for the message to be effective.

Prices –

Monthly Rate: \$250.00

Bi-Weekly Rate: \$130.00

Week begins: 12:01 AM Sundays and ends 11:59 PM Saturdays. Monthly ads change at the beginning of each month.

Advertising Terms –

Full payment must accompany the first ad and all ads thereafter. Further advertising must be paid in full according to the terms that are stated. Advertiser and/or Agency hereby agree(s) to abide by the terms stated herein; to furnish advertisements within the published deadlines; to meet payment schedules & terms; and to hold the VPD harmless from any and all liability.

Ads –

All completed ads must be submitted to the VPD at Sign@TheRiverPoint.com at least 15 days prior to being displayed on sign.

Advertisers Proofs –

When advertisers change their ad copy, the change will be made and confirmed by the VPD via email. It is the advertisers' responsibility to immediately call or email the VPD to note errors in ad copy. If the VPD does not hear from advertiser within 24 hours affirming the correctness of content, the design, layout and spelling/punctuation in the ad, or noting errors of the same in the ad, the ad will not be posted on the electronic sign.

The advertiser is solely responsible for graphic and text content. The VPD does not review for copyright or licensing rights.

Compensation –

If errors are discovered after the ad has gone to the sign, the VPD will not be held responsible for said errors because proofs were supplied to the advertiser and advertiser is responsible to contact VPD ad office and request corrections and copy changes. The VPD will, however, assist advertiser in getting the ad corrected as quickly as possible after the VPD is notified of errors. There will be a \$25.00 fee for a correction on the electronic sign.

Policy approved by the Downtown Vehicle Off-Street Parking District No. 1 of the City of Norfolk, Nebraska Board of Directors on this _____ day of _____, 2015.

Representative:

Connie J. Geary, Chairman
Downtown Vehicle Off-Street Parking District No. 1
City of Norfolk, Nebraska