



## **Community Advertisement Use Policy**

The Community Reader Board sign is an electronic, variable message sign located at the corner of Highways 10 and 25 in Big Lake, MN. The sign was paid for through donations and is maintained and operated by the City of Big Lake. Other forms of advertisement addressed in this Use Policy include the City's Website, the City Newsletter, the Cable Channel, and the Bulletin Board located in the City Hall Lobby. The main purpose of these various forms of advertisement is to inform the public of upcoming City of Big Lake sponsored events, meetings, and general City of Big Lake information. It is also the intent of the City of Big Lake to include community-wide messages that would be beneficial to the community at large.

Messages for City-sponsored events will be displayed through the above described advertisement platforms. Messages for other community-wide events in the City of Big Lake may include Big Lake non-profit civic groups/community organization events, and educational groups originating in the City if submitted following the guidelines below:

- 1) The main purpose of these advertisement platforms is to inform the public of City of Big Lake sponsored events, meetings, and general City of Big Lake information.
- 2) There will be no price advertising allowed or use for commercial purposes.
- 3) Special event messages allowed will be ones sponsored, produced, or endorsed by the City of Big Lake, Big Lake Schools, Big Lake Chamber of Commerce & Industry, and Big Lake non-profit civic groups/community organizations. The Recreation and Communication Coordinator shall review all requests, and approval or rejection shall be at the sole discretion of the Recreation and Communication Coordinator.
- 4) No editorial messages will be allowed.
- 5) The City of Big Lake reserves the right to limit both the frequency and duration of messages on all advertising platforms.
- 6) The City of Big Lake will not be responsible for errors on any advertisement platforms.
- 7) Message requests must be submitted to the Recreation and Communication Coordinator via email, mail, or in person at City Hall during office hours.
- 8) Message requests should include proposed verbiage, a proposed posted timeframe, and graphics or flyers if available. Keep in mind that most of the outlined advertising platforms have limited space for messages, so it is best to keep them brief. The Recreation and Communication Coordinator may edit the proposed message.
- 9) The various Big Lake advertisement platforms shall not be used to advertise or promote candidates, political parties, or political issues.

For more information or to request placement of a message, contact Recreation and Communication Coordinator Corrie Scott at 763-463-9320 or [cscott@biglakemn.org](mailto:cscott@biglakemn.org).