



DIGITAL SIGN USE

PURPOSE

The Ponder Economic Development Corporation has purchased and installed a Digital Community Sign. The primary purpose of the sign is to create an additional avenue to reach Ponder residents.

POLICY

A. Responsibility

The Town Secretary's Office is responsible for designating an employee to manage and submit messages for display on the Digital Sign. If there are any questions regarding content of the message, or whether someone requesting use of the Sign is authorized under this policy, the Town Secretary or designee will serve as the final decision-making authority.

B. Policy

Town sponsored message requests will have priority over all non-Town sponsored requests. Revenue generating events have priority over non-revenue generating events. Requests for advertising is limited to organizations/businesses located within the Town limits of Ponder and will be displayed at times not to disrupt other Community Service and Public Safety and Community Event messages.

C. General Information, Procedures and Prioritization

General Information

1. Requests will be approved based on availability, first come first served and conform to the prioritization and advertising criteria as stated in this policy.
2. Duration of all messages will be determined on a case-by-case basis by the Town Secretary or designee.
3. Each message will be displayed for the prescribed time and must conform to the parameters outlined in **Exhibit A**.

Procedures

1. Town message requests must be submitted 5 business days prior to the desired beginning display date.
2. Non-Town message requests must be submitted on the Digital Sign Message Request Form (**Exhibit B**) a minimum of 7 business days prior to the desired beginning display date.
3. Submit forms to the rzielinski@pondertx.com
4. The request form is located on the Town's website at www.pondertx.com
5. The request form must be completed legibly and in its entirety to be considered.

Prioritization

1. In the event that there are several requests for any given time frame, the requests will be posted on a first come first served basis with priority given to Town messages.
2. If there is unused time on the Sign, it will default to display messages approved by the Town Secretary or designee.

D. Message Content

1. The following are prohibited:
 - Information that is misleading or deceptive.
 - Promoting the sale or use of tobacco products.
 - Promotion of the sale of alcoholic beverages.
 - Promotion of violence or illegal activity.
 - Promotion of candidate or ballot measure.
 - Obscene, vulgar, profane language.
 - Garage sale, yard sale, items for sale
2. Non-Town messages will be limited to the name of the event, the sponsor, date, time and specific factual details concerning the event.

E. Authority

The Town Secretary or designee is authorized to accept or reject requests, including the content of the message, and may propose alterations to the requestor in order to comply with the guidelines set forth in this policy.



**Digital Sign Policy
Exhibit A**

If the page requested requires artwork, It is the responsibility of the requestor to provide the desired display in the following format:

1. File size: 240 width x 120 hieght
2. File Type: jpg, png, mp4
3. 2:1 aspect ratio, Landscape



**Digital Sign Policy
Exhibit B
Digital Sign Message Request
Application**

Organization/Group Name:

Contact Person:

Phone number:

Email address:

Type of Event:

Date of Event:

Time of Event:

Location of Event

Specific factual details concerning the event

Dates Requesting to Display Message

Begin date:

End date:

Mail, Fax or Deliver Application to:

Town of Ponder
Attn: Digital Sign
102 W. Bailey Street
Ponder, TX 76259

Fax: 940-479-2100 Phone: 940-479-7007

Email: rzielinski@pondertx.com

Applications must be **received** at least 7 days prior to the desired posting date.

Print the message as it should appear on the Sign. Under the Town's Digital Sign Policy, non-Town messages are limited to the name of the event, the sponsor, date, time and specific factual details concerning the event. The Town of Ponder reserves the right to reject any messages and to modify content and format for policy compliance.



**Digital Sign Policy
Disclaimer of Liability**

Organization/business name:

Address:

Disclaimer of Liability

On behalf of the requesting organization/business, it is agreed that the Town of Ponder will not be held liable for any improper or incorrect use of the information displayed on the Digital Sign and that the Town assumes no responsibility for any organization/business's use of the Digital Sign. In no event may the Town be liable for any damages, whether direct or indirect.

I certify that I am authorized to submit this request by the organization identified above.

Signature

Date

Print Name