

Policies and Procedures
Governing the Use of Advertising on the Pullar Community Building
LED Message Center
In Sault Sainte Marie, Michigan

It is the intent of the City of Sault Sainte Marie (City) to utilize the Pullar Community Building LED Message Center for advertisement of city and community events. Individual(s) birthday, anniversary or birth announcement events will also be available for announcement.

Part I: Requirements for the approval of an advertising event on the Pullar Community Building LED message center. The request shall not be approved unless all of the following conditions are met:

1. All messages must be approved and purchased one (1) week prior to the start of the event.
 - a) Community event message will run consistently and evenly from Monday to Monday of the following week or as agreed upon by the City and the individual(s).
 - b) Individual event message will run consistently and evenly throughout the day of the event or as agreed upon by the City and the individual(s).
2. Final message content to be approved by the Deputy City Manager.
3. No commercial or political advertising will be permitted.
4. Only specific Birthday, Anniversary and Birth announcements will be allowed for individuals. See part III.
5. The City reserves the right to reject any messages not in accordance with the Highway Advertising Act of 1972.
6. Fees for the events are as follows and must be paid in advance with application:
 - a) Individual Birthday/Anniversary/Birth Announcement \$20.00
 - b) Community Event \$60.00
 - c) Major ice user exception may apply *if* negotiated in user agreement
7. The City has a “No Refund Policy” for cancellation of a message(s).

Part II: Procedures for the Processing of a request for a message event on the Pullar Community Building LED Message Center.

1. The individual(s) must file an application for a community or individual message event with the Customer Service Representatives.
2. All fees (listed above) must be paid at the time of application
3. Event messages will be displayed on the LED message center during the time frame requested on the application and as approved by the Deputy City Manager.

Part III: Limitations of Individual Announcements for Individual Birthdays, Anniversaries and Birth Announcements on the Pullar Community Building LED Message Center.

1. All individual *Birthday* announcements will be announced as follows: Age is optional:

Happy 50th Birthday
Jane Doe

2. All individual *Anniversary* announcements will be announced as follows: Anniversary year is optional:

Happy 50th Anniversary
John and Jane Doe

3. All individual *Birth* announcements will be announced as follows: Boy or girl would need to be specified and baby's name would be optional:

Congratulations!
John Doe and Jane Doe
It's a Girl/Boy
John Doe, Jr.

All individual announcements would be programmed to run one full day from 12:00 a.m. to 11:59 p.m. or a designated time within the day as specified by the individual.

One (1) graphic such as balloons, stars, etc. will be available for the background for all individual and community announcements.

For questions, please contact Customer Service at (906) 632-5700