



## Guidelines for Submitting Digital Signage Content Requests

(Sign at Parker Road and Mainstreet)

The Town has the exclusive right to program and control content on the digital sign at Parker and Mainstreet. The Communications Department is responsible for designing, posting and determining prioritization of messages on the sign. **The Town reserves the right to refuse posting of any event.** The following guidelines are in effect for all digital signage content requests in order to inform the public of the types of events described below without regard to the message being conveyed by the event:

- Content for the digital sign at Parker and Mainstreet will be scheduled once per month for the following month. **Only one message will be designed and scheduled per event.**
- Content requests must be submitted NO LATER than the 15<sup>th</sup> of the month prior to the event. For example, a request to advertise an event taking place in December should be submitted by Nov. 15.
- **Messages will be scheduled no more than one month in advance of the event.**
- To submit a request, please visit [www.parkeronline.org/publicity](http://www.parkeronline.org/publicity) and fill out the online “publicity assistance request” form.
- When submitting event requests, please submit text only. The Town has a standardized format we use for the digital sign content and our staff will design and post the signage.
- Submission of event details does not guarantee placement of your message on the sign. **Events will be scheduled on a space-available basis, with the following prioritization:**
  1. Emergency information for the public
  2. Town events and activities (**receive first priority over all other events**)
  3. Town sponsored or funded events
  4. Community events or performances open to the general public and held on Town property
  5. Community events or performances open to the general public and held on other government property within the Town.
  6. When no events are on the sign, a Welcome to Parker format will be displayed

- **Organizations may not request specific days for the requested content to run.** The Communications Department will schedule the approved content as space is available. **Town events and activities take priority over all other events.**
- Once the sign content schedule is loaded to run for the upcoming month, it will not be changed unless warranted by an emergency response situation or in the case of an event cancellation. **Please plan ahead for your events.**
  
- When the digital signage schedule has been uploaded for the month, Communications will notify requesting organizations whether or not their event listing will run, and if applicable, when it is scheduled to run.
  
- **The following uses are not permitted on the digital sign:**
  1. Commercial or private advertising
  2. The advertisement of private events not open to all members of the general public
  3. Private and/or congratulatory announcements such as “Happy Birthday” or “Congratulations”
  4. Advertisement of the activities that are the subject of regular weekly rentals of any Town facility
  5. Advertising for any event that does not qualify on the list above

The sign message will be static and will not use moving graphics or scrolling text.