



Baie-D'Urfé

Electronic Billboard Usage Policy

OBJECTIVE

The Town's electronic billboard is primarily used as an additional means of communication with its citizens. It is also intended to eliminate the use of sandwich boards of all types in Town which are forbidden by the Town by-laws.

POSTING PRIORITY

Town information, select Baie-D'Urfé volunteer associations, and Town Clubs will have exclusive priority. All other requests will be considered on a **case-by-case basis** and contingent on the remaining availability of the billboard schedule. To maximize the visibility of each messages posted, the billboard schedule will be limited to five (5) messages per day. The Town reserves the right to prioritize all requests submitted, to refuse, modify or postpone messages. Refused requests are **non-negotiable**.

DISPLAY REQUESTS

Completed request forms must be submitted to the Communications department either in person at Town Hall, by e-mail to communications@baie-durfe.qc.ca or by fax at **514 457-5671**. **Telephone requests will not be accepted.** When submitting your *Billboard Request Form*, please consider that a **minimum of five (5) business days** is required for processing, designing and uploading the billboard message. Requests that do not respect the required processing time delay will **not be considered**. Please advise the Town of any discrepancies as soon as possible.

BILLBOARD MESSAGES

The electronic billboard is destined exclusively for informative **non-commercial** messages. Solicitation is forbidden on the territory of the municipality according to **By-law no. 969**. Any political, partisan, religious, sexual or racial message will be refused. No discrimination will be tolerated. Only requests from official organizations, associations or groups will be considered.

All messages are limited to a maximum of **125 characters** in each language including spaces, apostrophes, dashes and hyphens.

High-resolution images are accepted however; the maximum allotted characters will be reduced to accommodate the image. Please ensure to email the image with your request form.

The duration, frequency and design of the messages are entirely at the discretion of the Town and non-negotiable. Messages will be posted for a **maximum of one (1) week** (Seven days). A maximum of two (2) billboard requests may be submitted per month.



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APPLICATION FORM

All new and reoccurring requests require a completed **Billboard Request Form**. All requests without a completed form will not be considered.

POSTING LANGUAGE

All messages must be provided in **French and English**. Incomplete information will be returned for correction.

LIABILITY

The Town accepts no responsibility for the content of the message provided. It is the sole responsibility of the submitting association or organization to validate the accuracy of the content and dates submitted or the impact it may have.