

City of East Moline

Electronic Sign Message Guidelines & Application

City of East Moline Events ONLY

Welcome Sign - Advertising Guidelines & Application

Effective February 16, 2010

Request to Post Message

The City of East Moline will consider requests from the public to post messages on the city's electronic welcome sign. Requests can be made by completing a request form available at the City Hall Annex. Forms can be submitted to the East Moline City Hall Annex located at 912 16th Avenue, East Moline, Illinois.

Permissible Messages

The City of East Moline will utilize the electronic sign primarily to provide messages that have a community-wide impact. These messages include, but are not limited to, the following types of announcements: government meetings, weather alerts, public safety announcements, Amber alerts, public service announcements, City department announcements, and community event announcements.

The City of East Moline will also permit messages from residents and organizations that provide personal congratulations to a person or organization. These messages include, but are not limited to, the following types of announcements: anniversaries, births, birthdays, graduations, retirements, thank you, and years of service.

Businesses are prohibited from posting advertising on the electronic sign. Organizations may only post messages that are community oriented in nature. All messages must be submitted and approved by the City prior to posting.

Graphics shall be in jpeg, gif, or bmp format and brought to City Hall Annex in electronic version or emailed to emsecretary@eastmoline.com

Cost

Messages that are of a public service nature will be posted at no charge. These messages will typically be requested from governmental organizations and groups hosting a community event. Personal announcements can be requested for a fee. Simple text messages can be reserved for \$30 per day. Messages that include a picture or graphics can be reserved for \$50 per day. Longer term agreements can be negotiated with the city.

Approval Process

Message requests will be reviewed and approved by the Economic Development Director or City Administrator. The City of East Moline reserves the right to reject or withdraw any message, either before or after posting, and may terminate the message request for any reason at any time.

General Conditions

1. Prior to posting, if the Applicant is requesting to submit art work for the message (picture, graphic, etc.), then artwork shall be furnished by the Applicant to the City seven (7) days prior to posting. All artwork must be approved prior to posting.
2. Applicant warrants that all approved designs do not infringe upon any trademark or copyright, state or federal. Applicant agrees to defend, indemnify and hold City of East Moline free and harmless from any and all loss, liability, claims and demands, including attorney's fees arising out of the character, contents or subject matter of any copy displayed or produced pursuant to this contract.
3. If the City is prevented from posting or maintaining the sign by causes beyond its control of whatever nature, including but not limited to acts of God, or in the event of damage or destruction of the sign, or in the event City of East Moline is unable to deliver *any* portion of the service requested, the City will not be held liable for reparation or reimbursement.
4. No personal announcement message request will be fulfilled with proper payment prior to the posting of the message. Checks should be made payable to the City of East Moline.
5. Message duration and frequency will be the decision of the City. Illinois Administrative Code stipulates that messages will consist of a duration of at least 10 seconds.
6. All messages will comply with State of Illinois Administrative Code relating to the Department of Transportation-Highways-Control of Outdoor Advertising Adjacent to Primary and Interstate Highways. (IL Admin Code Title 92, Chapter 1, Subchapter F, Part 522).

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City of East Moline Electronic Welcome Sign – Message Application

Fill out completely and bring or send application and all required attachments to:
City of East Moline, City Hall Annex, 912 16th Avenue, East Moline, IL 61244

Name _____
Organization Name _____
(if applicable) _____
Address _____
Phone _____ Cell _____ Email _____

MESSAGES CAN BE RUN FOR UP TO ONE WEEK PRIOR TO YOUR EVENT.

Message Start Date _____ Message End Date _____

- Community Organization (No Charge) Citizen
Message without graphic \$30.00 Message with graphic \$50.00

Message (Try to keep message short and to the point for maximum visibility)

Event: _____
Date: _____
Time: _____
Contact Info: _____

I CERTIFY THAT ALL INFORMATION ON THIS APPLICATION IS COMPLETE, ACCURATE, AND TRUE.

Applicant Signature: _____ Date _____

CHECKLIST – You must have the following items attached to your application or it will be considered incomplete and your application will be placed on hold until they are complete.

- Payment Enclosed (if applicable)
- Artwork attached, in electronic form (if applicable)

STAFF USE ONLY	
Date Application Received _____	Application Approved _____
Date Application Approved _____	Approved By: _____