

## **Electronic Variable Message Board Sign Policy**

The Town of Dallas owns and operates an electronic variable message board sign (EVMBS) located in the Town Square along Trade Avenue. Typically a message/posting will be displayed on the EVMBS for a specified period of time, lasting not less than **ten (10)** seconds, or more than **sixty (60)** seconds, and will be programmed with multiple other postings in rotation. Rotations to include all postings shall be limited to a maximum of 6 minutes to allow for maximum visibility of all posts.

The posting of messages, information, notices, and/or advertisements on the EVMBS shall be subject to the following criteria, regulations, and prioritization:

**I. First-Priority Messages/Postings:**

- A.)** The primary purpose and priority of the EVMBS, which shall supersede all other uses, is the posting of notices, events, and/or activities which are run, supervised, and/or sponsored by the Town of Dallas, including, but not limited to, public meetings; festivals; concerts; parades; fund-raisers; recreational activities, games, or tournaments; elections; emergency warnings and/or alerts; activities being held in the adjacent Courthouse-Community center; and/or other items or notices of general community interest or public service, safety, or convenience.

---

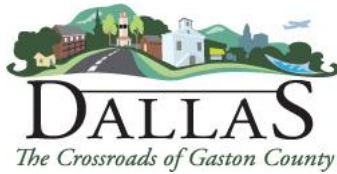
*The Town of Dallas may also regularly post any one of, or in combination, the then-current day, date, time, or temperature on a recurring basis.*

---

- B.)** There shall be no fees required for the posting of Town of Dallas-initiated and generated messages.

**II. Second-Priority Messages/Postings:**

- A.)** The secondary purpose and priority of the EVMBS, which shall only be accommodated when and if same are not in conflict with any “first-priority messages/postings” as defined herein, shall consist of the posting of notices, events, and/or activities which are run, supervised, and/or sponsored by any one, or a combination of: The U.S. Government; The State of North Carolina; Gaston County, or political subdivisions thereof; The Gaston County Schools; Gaston College; The Dallas Chapter of the Gaston regional Chamber of Commerce; or other not-for-profit, organizations or foundations whose primary focus is civic, fraternal or community service, and whose efforts serve the general public of the Town of Dallas on a non-discriminatory basis. Religious or faith-based groups or churches are not eligible to post messages regarding events, activities, or fund-raisers exclusive to their individual church or denomination. Only non-denominational events, activities, or fund-raisers which represent the collective Dallas faith community shall be eligible hereunder.



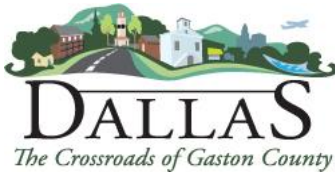
- B.) Individual candidates for elected office, or those supporting or promoting said individual candidates, or individuals or groups advocating for or lobbying on behalf of, public policy issues, shall not be eligible to use the EVMBS to post messages in support, advocacy for, or endorsement of said candidates or issues.

**III. Third-Priority Messages/Postings – “Advertisements”:**

- A.) The tertiary purpose and priority of the EVMBS, which shall only be accommodated when and if same are not in conflict with any “first-priority” and/or “second-priority” messages/postings, as defined herein, shall consist of the posting of commercial advertisements which advertise, promote, or encourage the sale of goods or services which meet the following criteria:
1. Are provided by a business with a physical location within the 28034 Zip Code.
  2. Postings/Advertisements for tobacco, alcohol, gambling, prescription drugs, and/or “adult” products or services shall be prohibited.
  3. All third-priority postings/advertisements shall be programmed on a “first-come/first-served” basis.
  4. The Town shall reserve the right to edit, alter, or outright refuse to accept and program any advertisement or posting which contains content, text, or graphics which is/are determined to be inconsistent with generally-accepted values in the Town of Dallas for propriety, decency, respectfulness and courtesy.

Please Note:

- All requests for postings shall be submitted to the Town of Dallas using authorized application forms provided by the Town, and received at least seven (7) calendar days in advance of the event or activity being noticed/advertised. In addition, any and all fees required hereunder shall be paid in full prior to any such messages/postings appearing on the EVMBS. The Town of Dallas reserves the right to edit messages or text, and to limit such text in order to assure readability and to fit the EVMBS format.
- Logos, brand designations, or other trademarked or copyrighted graphics may be used only if the business is authorized to display same, and if said business provides Town with said graphic(s) in a format readily useable with the EVMBS programming software. (jpg; bmp; png; tiff; gif) e-mail to: [ltysinger@dallasnc.net](mailto:ltysinger@dallasnc.net)



**APPLICATION FOR POSTING ON THE TOWN'S ELECTRONIC MESSAGE BOARD**

NAME OF ORGANIZATION/ BUSINESS: \_\_\_\_\_

NAME OF APPLICANT: \_\_\_\_\_

ADDRESS (CITY, STATE, ZIP): \_\_\_\_\_

PHONE #: \_\_\_\_\_ EMAIL: \_\_\_\_\_

PLEASE SELECT AN OPTION BELOW:

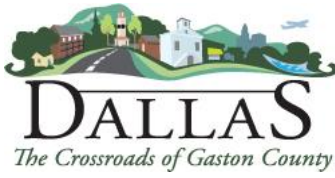
**FOR-PROFIT ENTITY**

		<u>Per Month**</u>		<u>Per Day*</u>
10 second view	<input type="checkbox"/>	\$100.00	<input type="checkbox"/>	\$10.00
20 second view	<input type="checkbox"/>	\$175.00	<input type="checkbox"/>	\$18.00
30 second view	<input type="checkbox"/>	\$225.00	<input type="checkbox"/>	\$25.00
1 minute view	<input type="checkbox"/>	\$350.00	<input type="checkbox"/>	\$35.00

**NON-PROFIT/CIVIC GROUP**

		<u>Per Month**</u>		<u>Per Day*</u>
10 second view	<input type="checkbox"/>	\$30.00	<input type="checkbox"/>	\$10.00
20 second view	<input type="checkbox"/>	\$55.00	<input type="checkbox"/>	\$6.00
30 second view	<input type="checkbox"/>	\$75.00	<input type="checkbox"/>	\$8.00
1 minute view	<input type="checkbox"/>	\$125.00	<input type="checkbox"/>	\$12.00

DATES FOR POSTING: \_\_\_\_\_ THRU \_\_\_\_\_ = \_\_\_\_\_ DAYS **OR** \_\_\_\_\_ MONTH(S)



↓ **DESIRED TEXT** ↓

(LINE 1)

(LINE 2)

(LINE 3)

(LINE 4)

23 TOTAL CHARACTERS PER LINE MAXIMUM

APPROVED BY: \_\_\_\_\_

TOTAL AMOUNT DUE: \_\_\_\_\_

DATE PAID: \_\_\_\_\_

RECEIVED BY: \_\_\_\_\_