

**Policy:** Digital Signs Advertisement  
**Main Contact:** Office of the CAO and Town Clerk  
**Last Revision:** September 2024

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## Policy Statement

The Town of Renfrew is equipped with four (4) advanced digital signage units strategically positioned at key high-traffic entry points into the Town. These digital signs are available for use by businesses and non-profit organizations for paid advertising purposes.

The utilization of these digital signs enhances the Town's capacity for public communication and economic development while also generating revenue through commercial advertising opportunities.

## Background

This Policy aims to provide clear guidelines for the operation and use of the municipal digital signs, including the types of content that are permitted. As these digital signs are publicly visible and represent the Town of Renfrew, their use must reflect a positive image of the municipality and align with the Town's vision and values.

The Policy applies to all digital advertising agreements and business relationships involving the Town of Renfrew and any business, individual, or organization entering into such agreements.

The Policy, along with any relevant appendices, will be reviewed and updated as needed to address emerging issues. Comments or suggested revisions should be directed to the Office of the Chief Administrative Officer (CAO) and Town Clerk.

## Definitions

**Community Group or Organization:** is defined as a recognized and/or organized community association or club (ex. Renfrew Minor Hockey Association, Renfrew Skating Club, etc.), or a locally based service club.

**Registered Not-for-Profit Organization:** must be a registered, non-profit volunteer organization, and must be currently active in the Town of Renfrew and have been active for at least one full year.

**Registered Charitable Organization:** must be a registered, charitable organization, currently active in the Town of Renfrew and surrounding area and have been active for at least one full year (ex. Registered animal rescues, health and children’s charities, etc.).

**Local Business “Business”/For-Profit Organization:** is defined as a for-profit organization that operates primarily within the geographical boundaries of the Town of Renfrew. A business is engaged in commercial activities aimed at generating profit and contributes to the local economy by providing goods or services to residents and other businesses within the Town.

## Digital Sign Details, Usage, and Procedures

### Location of Digital Signs:

The digital signs are located in 4 high traffic areas in Renfrew:

- 1) O’Brien Road – Hwy 60 – Double Sided Sign
- 2) Stewart Street – Hwy 60 – Single Sided Sign
- 3) Lisgar Avenue – Hwy 132 – Single Sided Sign
- 4) Bruce Street – County Road 20 – Single Sided Sign

### Administration of Digital Sign Messaging:

- 1) All digital messaging on the signs will be managed by the Office of the CAO and Town Clerk.
- 2) Any parties wishing to reserve or purchase a space on these Digital Signs will be required to provide the Office of the CAO and Town Clerk with the *Town of Renfrew Digital Advertising Information Package and Application Form* (Appendix A).

- 3) Forms can be obtained at either Town Hall or on the Town of Renfrew's website at <https://www.renfrew.ca/> .
- 4) All digital advertising and messaging will be handled through a digital advertising agreement between the Town of Renfrew and the purchaser. Local businesses/for-profit organizations, as well as community groups, registered not-for-profits, and registered charitable organizations will be required to register and enter into this agreement to advertise on the Town of Renfrew's digital signs.
- 5) A digital advertising agreement will contain dates of commencement and conclusion for advertisements, associated costs, ad design, and content for all advertisements, authorization of ad design, and acknowledgement that this policy is understood in full.
- 6) For all digital advertisements, this agreement will also act as an invoice for the sale of advertising spaces, stipulating the total costs for the advertising package purchased.
- 7) Should the signs experience any technical difficulties deemed to be a significant interruption of service by the sign administrator, the advertisements will be extended to ensure all Digital Advertising Agreement conditions are met.

### **Advertising Rates:**

- 1) Digital advertising rates will be set annually by Council.
- 2) Digital advertising rates will be applied to all commercial/for-profit businesses and non-profit advertisements. All rates will be published on *Appendix A – Town of Renfrew Digital Sign Advertising Information Package and Application Form*, which is provided with this package. It is also available on the Town website at <https://www.renfrew.ca/> , and able to be obtained at either the Town Hall or the Recreation Center.
- 3) Registered not-for-profit, charitable or service groups will have discounted rates of the listed advertising prices, found on *Appendix A – Town of Renfrew Digital Sign Advertising Information Package and Application Form*.

### **Scheduling and Rotation:**

- 1) The digital signs will operate 7 days a week, 18 hours a day, beginning at 6 a.m. and ending at 11:59 p.m.
- 2) The ideal length of time for each ad to be displayed is 10 seconds, and ads will be scheduled in accordance with this recommendation.

## Digital Advertisement Content:

- 1) Appearance of messages is subject to electronic and mechanical limitations. Messages should remain simple and short, including information such as name of event/company, dates, or locations.
- 2) Digital advertisers should remember that with this kind of advertising platform, simple is better.
- 3) The following content and messaging will **not** be permitted to be posted on the digital signs:
  - a. Any advertising that indicates that the Town of Renfrew endorses any one product or service over another.
  - b. Any advertisement that conveys a negative message that might be deemed prejudicial to any religious group, or belief.
  - c. False, misleading or deceptive messages.
  - d. Messages that present a discriminatory, demeaning or derogatory portrayal of individuals or groups, or that contain anything which is likely to cause deep or widespread offence.
  - e. Events or functions open only to members of a specific organization.
  - f. Any advertisements or information that has adverse effects on either public safety or on the Corporation's image.
  - g. There will be no political or campaign advertisements.

The Town of Renfrew reserves the right to decline or terminate digital advertising agreements if the advertisements are deemed to reflect negatively on the Town or convey messages that may cause distress. Additionally, the Town retains the right to discontinue existing agreements with digital advertisers should there be valid reasons related to changes in image or conduct that conflict with the Town's values.

## Content Submission:

- 1) All digital message requests must be submitted a minimum of 2 weeks in advance of the date on which the messaging is to commence on the digital signs.  
Messages submitted less than 2 weeks in advance will be considered, but may not be approved.
- 2) As outlined in *Appendix A – "Town of Renfrew Digital Signs Advertising Information Package and Application Form"*, the Advertiser is required to provide all appropriate details for the creation of the ad, including company logo.

- 3) The Office of the CAO and Town Clerk will have final approval for any content submitted to ensure that the digital advertisement is able to be displayed in a way that allows for optimal viewing (grammar issues, difficult to read text colors and sizing, etc.).

## Contacts

Hannah MacMillan  
 Communications & Engagement Coordinator  
 Office of the CAO and Town Clerk  
 127 Raglan Street South  
 Renfrew, Ontario K7V 1P8  
 Telephone: 613-432-4848, x117  
 Email: [hmacmillan@renfrew.ca](mailto:hmacmillan@renfrew.ca)

## Change History

Policy Name	Effective Date	Significant Changes	By-law No.
<b>Digital Sign Policy</b>	May 2021	Original document – no previous by-law assigned.	N/A
<b>Digital Sign Policy</b>	October 8, 2024	Revised Policy	88-2024



## Appendix A

# Town of Renfrew Digital Signs Advertising Information Package and Application Form

### Introduction

Thank you for your interest in advertising on the Town of Renfrew's digital signs! Our digital signage offers a dynamic and effective way to reach both residents and visitors in our vibrant community. Located at key entry points into the Town, these signs provide high visibility and frequent exposure, making them an excellent medium for promoting your business, event, or community message.

### Locations

The Town of Renfrew offers digital advertising signs in 4 high traffic entry points into the Town of Renfrew:

- O'Brien Road – Highway 60 – Double Sided Sign
- Stewart Street – Highway 60 – Single Sided Sign
- Lisgar Avenue – Hwy 132 – Single Sided Sign
- Bruce Street – County Road 20 – Single Sided Sign

*The prices below will reflect your advertisement being displayed in all 4 digital signs within Renfrew.*

### Advertising Rates

We offer competitive pricing options to accommodate various types of advertisers. Prices are listed include advertising on all four digital signs from 6:00 a.m. to 12:00 a.m. daily:

Category	Weekly Rate	Monthly Rate
Commercial/For-Profit Business Advertising	\$100 CAD	\$300 CAD
Non-Profit Organizations and Community Events	\$75 CAD	\$225 CAD

### Advertising Process

To ensure a smooth process for all advertisers, please follow these steps:



1. **Submission:** Complete the *Digital Advertising Application Form*, providing all required details about the proposed content including logos, information to be displayed, etc. Be specific and provide as much detail as possible.
2. **Review:** The CAO and Town Clerk's Office will review the submission to ensure compliance with content guidelines and the Town's values.
3. **Approval:** Approved advertisements will be scheduled based on availability and priority. The Town will provide an agreement for the customer to review and sign upon approval of application.
4. **Payment:** Once an agreement is signed, submit the payment according to the chosen rate.

## Contact Information

For more information or to submit an application, please contact:

Hannah MacMillan  
Communications & Engagement Coordinator  
CAO and Town Clerk's Office, Town of Renfrew  
(613)-432-4848 x 117  
hmacmillan@renfrew.ca  
127 Raglan Street South  
Renfrew, ON  
K7V 1P8

**Please see the Application Form Below.**



## Digital Sign Advertising Application Form

Please fill out this application form and submit it to the CAO and Town Clerk’s Office for review. Upon approval, the Town will provide the customer with an agreement to be reviewed and signed prior to the proposed advertisement dates.

Date (yyyy/mm/dd): \_\_\_\_\_

**Contact Information:**

Name: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Business/ Organization: \_\_\_\_\_

**Advertisement Details:**

Description of Advertisement:

Preferred Start Date (yyyy/mm/dd): \_\_\_\_\_

Preferred End Date (yyyy/mm/dd): \_\_\_\_\_

**Pricing (Please refer to Advertising Rate):**

- |           |                                                         |                                                                   |
|-----------|---------------------------------------------------------|-------------------------------------------------------------------|
| Category: | <input type="checkbox"/> Commercial/For-Profit Business | <input type="checkbox"/> Non-Profit Organization/ Community Event |
|           | <input type="checkbox"/> Weekly (\$100)                 | <input type="checkbox"/> Weekly (\$75)                            |
|           | <input type="checkbox"/> Monthly (\$300)                | <input type="checkbox"/> Monthly (\$225)                          |

**Terms and Conditions:**

By submitting this form, you agree to comply with the Town of Renfrew's digital advertising requirements. All advertisements are subject to approval. Payment must be submitted prior to the proposed advertisement date and will be determined within the agreement, which will be provided for review upon approval from the CAO and Town Clerk’s Office.





**Appendix B**

**Town of Renfrew Digital Advertising Agreement**

**Between**

The Town of Renfrew, a municipal corporation organized and existing under the laws of Ontario with its principal office located at 127 Raglan Street South, Renfrew, ON (hereinafter referred to as the "Town"),

**and**

\_\_\_\_\_ an organized and existing entity under the laws of Ontario with its principal office located at \_\_\_\_\_ (hereinafter referred to as the "Advertiser").

**Background**

The Town is dedicated to enhancing community engagement, promoting public events, and supporting local businesses and non-profits to drive economic growth. To ensure the program's sustainability, the Town provides advertising opportunities on all digital signage for businesses and non-profits.

**Agreement**

- “Town of Renfrew Digital Advertising Information Package and Application Form” has been received.**
- The Advertiser has agreed and approved the final artwork, design, and information to be displayed on the digital signs and understands the guidelines set-out for digital signs advertising with the Town of Renfrew as identified in the “Digital Signs Advertisement Guidelines” Corporate Policy .**

Start Date (yyyy/mm/dd): \_\_\_\_\_

End Date (yyyy/mm/dd): \_\_\_\_\_

**Pricing:**

- Category:
- |                                                         |                                                                   |
|---------------------------------------------------------|-------------------------------------------------------------------|
| <input type="checkbox"/> Commercial/For-Profit Business | <input type="checkbox"/> Non-Profit Organization/ Community Event |
| <input type="checkbox"/> Weekly (\$100)                 | <input type="checkbox"/> Weekly (\$75)                            |
| <input type="checkbox"/> Monthly (\$300)                | <input type="checkbox"/> Monthly (\$225)                          |



**Total Cost of Agreement (paid by digital Advertiser):**

\_\_\_\_\_

**Terms and Conditions:**

By submitting this form, you agree to comply with the Town of Renfrew's digital advertising requirements. All advertisements are subject to approval. Payment must be submitted prior to the proposed advertisement date and will be determined within the agreement, which will be provided for review upon approval from the CAO and Town Clerk's Office.

**Town of Renfrew**

By (Name): \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_

Signature: \_\_\_\_\_

**Name of Community Business:** \_\_\_\_\_

By (Name): \_\_\_\_\_

Date: \_\_\_\_\_

Signature: \_\_\_\_\_