



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.