

TOWN POLICY

TITLE: Digital Signage

POLICY NUMBER: PR-142

ADMINISTRATION POLICY: **Digital Signage**

DEPARTMENT: Public Relations

POLICY NUMBER: PR-142

EFFECTIVE DATE: November 4, 2020

SUPERSEDES: New

UPDATED: September 4, 2024

UP FOR REVIEW: September 4, 2029

Policy Statement:

Digital signs are capable of delivering a wide variety of content to residents and visitors of all ages.

The purpose of this policy is to:

Establish what types of media are to be used, who may submit images to be displayed, and what is appropriate to be displayed.

1. Definitions

- (1) Submissions: proposed messages received from an individual or group not in the employ of the Town of Cardston.

2. Guidelines

- (1) Responsibilities

ROLE	RESPONSIBILITIES
Communications clerk	<ul style="list-style-type: none"> • Operate and maintain digital signs • Manage and coordinate digital signage messaging • Review, edit, or reject submissions as required

- (2) Purpose

- (a) Building community: to communicate relevant, accurate, and informative content for the Town population as a whole.



(b) Crisis management: to be used in conjunction with Municipal Enforcement or Emergency Service in cases of emergency.

(3) All submissions shall:

(a) Be delivered in writing.

(b) Be made three days in advance of desired posting time.

(c) Include a desired start and end date.

(d) Include all text and graphical content desired.

(e) Include copyright clearances for graphic elements, whether pictures, charts, illustrations or videos, where necessary.

(f) Conform to all content and image standards set out in subsection 2(4).

(4) Message standards

(a) Content

(i) Brief and concise

(ii) Of direct relevance of entire community

(iii) Logos may not exceed 1/8th screen space

(b) Prohibited message and content includes;

(i) events that are not held within the Town of Cardston or immediate surrounding area;

(ii) external job postings;

(iii) fundraising advertisements or sponsorships for any initiative not directly associated with the Town of Cardston or local charity;

(iv) partisan messages of a political, social, or religious nature;

(v) personal notices;

(vi) public service announcements unrelated to the Town of Cardston;

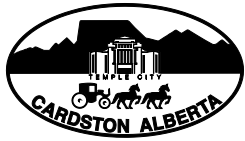
(vii) sexually suggestive material;

(viii) ticket prices or pricing information;

(ix) solicitations from private businesses or entities located outside of Cardston;
and,

(x) any messages not in accordance with any policies or bylaws of the Town of Cardston.

(c) Image type and quality



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- (i) Highest possible resolution image quality preferred
 - (ii) Physical dimension of screens: 1920 x 1080 (aspect ratio is for a widescreen format)
 - (iii) Graphic formats preferred: .jpg; .png; .tiff; .psd; .pdf
 - (iv) Moving images must comply with the *Land Use Bylaw*
- (5) No more than three messages from the same source shall be permitted in the display queue.
- (6) Posted messages are displayed:
- (a) For a duration of 15 seconds over a 10-day period.
 - (b) From 6:00 to 22:00 weekdays and 8:00 - 19:00 weekends.
 - (c) At a frequency determined by messages in the queue.
- (7) Fees
- (a) The Communications Clerk may assist in the development of submissions for fee of \$40 per hour or a portion thereof.
 - (b) Assistance shall be available for a maximum of one hour per submission.

REVISION HISTORY

Date	Description
December 20, 2017	New Policy
September 4, 2024	Update and simplify policy content

APPROVAL: **DATE:**

Chief Administrative Officer, Jeff Shaw *(signed copy kept in CAO policy binder)*



