



# Electronic Billboard Advertising Rate Card

## Electronic Billboard Rates:

<u>Businesses:</u>	Week	Month	Year
Member	\$30	\$100	\$1,000
Non-Member	\$45	\$150	\$1,500
<u>Non-Profit/Individuals:</u>			
Member	\$20	\$60	\$600
Non-Member	\$30	\$100	\$1,000

**\*Rates are subject to change at anytime.**

Duration: Ads will run in 8 second increments and are guaranteed to run at least 5 times per hour.

### Terms and Conditions:

1. The billboard will be changed on a weekly basis and by 5:00 PM on Wednesday.
2. Broadcasting will be on a loop basis to run from 5:00 AM until 10:00 PM (Sunday through Thursday) and from 5:00 AM until Midnight (Friday and Saturday).
3. Ad design will be delivered to the Chamber on a USB drive or by email at least 3 business days prior to start date.
4. Ads/Messages placed must be approved by GRCOC staff. GRCOC staff reserves the right to edit any and all messages to fit in line with GRCOC ethics.
5. Payment Terms: Full payment of all advertising must be made at the time request form is submitted.
6. Cancellation of advertising placed must be made within 3 days prior to the run date. An amount equal to 50% of the total cost will be charged if failed to meet the cancellation terms.

7. Absolutely no political or vulgar messages will be placed per GRCOC Organizational Bylaws.
8. In case of an emergency, ads/messages will be stopped in order to display emergency messages. Clients will be compensated.

### Technical Specifications:

Display Dimensions: 10 ft. (W) X 6 ft. (H)

Pixel Dimensions: 80 pixels (H) X 144 pixels (W) and you can go up to 3 times those dimensions, which would be 240 pixels (H) X 432 pixels (W).

### File Format:

Images: .tiff or .tif, .psd, .bmp, .gif, .png, and .jpg.  
Videos: Uncompressed .avi, .mp4, .mpg or .mpeg, .mov and .wmv. Must be 24 bit, 30 FPS.

### Display Appearance

Dark backgrounds only.  
2-3 elements can be used in each ad.

### Location Traffic Volumes:

Wyoming Department of Transportation's Annual Average Daily Traffic (AADT) estimated 7,378 vehicle passes daily.

Each ad will show at least 630 times a week.  
At the member rate of \$30 a week, you are paying less than 5 cents per ad.

### Contact Us:

Green River Chamber of Commerce  
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Green River, WY 82935  
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**Sign Content:**

Sign content should promote the Green River community. Messages must highlight events, sales, and other happenings. All content loaded to the sign must be appropriate and reflective of the Chamber's mission. Sign content will be managed by the Executive Director. Provided that the advertisement language fits these guidelines, space can be sold and loaded to the sign without the Board's Executive Committee approval. If the Executive Director has questions about the content of an advertisement, the Executive Committee should be consulted.

**Acceptable Messages:**

- Business Advertisements
- Green River Chamber of Commerce– advertisements and slogans to promote membership, chamber events, etc.
- COC sponsored events and activities
- Special city, school and non-profit programs, cultural events, services, events and promotions if they serve to promote events and non-profit activities that benefit charity or promote culture, recreation, or education.
- Recognition of significant team or individual championships or achievement

**Messages not allowed:**

- Political, religious or advertisements from special interest groups
- Discriminatory or offensive messages
- Personal messages (birthday, anniversary, etc.)