



## Electronic Billboard Advertising Rate Card

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

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

Duration: Ads will run in 7 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: 432 pixels (W) X 240 pixels (H)

### **File Format:**

Images: .tiff or .tiff, .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

Destinee Rael

Public Relations and Marketing Specialist

1155 W Flaming Gorge Way

Green River, WY 82935

Email: [admin@grchamber.com](mailto:admin@grchamber.com)

Office: (307) 875-5711

Fax: (307) 872-6192

## **Digital Sign Tips**

- Messages must be brief. (Example provided below)



- Remember to keep your message as brief as possible, using only two or three elements (graphics, logos, pricing, and tag lines are all examples of individual elements).
- VISUAL IMPORTANCE
  - Few elements
  - Most important element is big and bright
  - Effective color, good color contrast
  - Text is large – uses all available space
- Graphic supports the message
- Use simple, concise text
- Good font examples
  - Simple design
  - Thick stroke
  - Easy to read

- Sans Serif Fonts
  - Arial Black, Arial Bold, Eras Bold ITC, Franklin Gothic Heavy, Impact, Tahoma, Verdana
- Serif Fonts
  - Palatino, Rockwell Extra Bold, Times New Roman
- Use Vibrant Color.
  - A good general tip to follow when choosing colors for your messages is to use a black background and avoid using a white background.
  - Outline text.
  - Contrasting colors make messages easy to read. Contrast refers to the use of opposing colors or the difference between light and dark areas of an image.
- Graphics and Video Tips
  - Import photos with smooth gradients without a lot of details.
  - Only show a portion or focal point of the image.
  - Save final images at 72 dpi or greater.
- Importable File types
  - Video file types: .avi, .mpg, .mpv, .mov
  - Image file types: .png, .bmp, .gif, .jpg, .tif, .tiff, .psd