



TITLE: City Use of Digital Display Sign Policy		PAGE: 1 of 3
EFFECTIVE DATE: August 27, 2019	COUNCIL RESOLUTION: None	

A. PURPOSE

To ensure the use and monitoring of the display space on a digital display monument roadway sign allotted to the City of Chowchilla intended to promote local Chowchilla community events that have local and regional appeal to attract visitors to the Chowchilla community.

B. POLICY

1. CEIS (Community Electronic Information Signs, a subsidiary of Lockridge Outdoor Advertising Company; 2110 Ranch Road 620 S; PO Box 341432, Austin, TX 78734; (727) 415-4332; info@ceisigns.com) installed a permanent monument digital display sign on northbound California State Route 99, commonly known as Highway 99, south of the exit 170. This sign is programmed by CEIS which sells and displays promotional digital display business ads, with a preference given to local businesses. CEIS is responsible for all maintenance of the sign components and adjacent site landscaping.
2. CEIS allocates about 14% of the display ad space to the City of Chowchilla at no cost to use as it chooses to promote event and informational display ads. The percentage of display ad space is limited due to the contractually obligated display times for the purchased business ads. Each display ad has a view time of between six (6) and eight (8) seconds.
3. The City shall use and monitor the allocated display ad space to promote local Chowchilla community events that are presented within the Chowchilla city limits for the principal purpose to appeal to local residents and to attract visitors to the Chowchilla community.
4. The City shall only consider local event promotion submissions to be eligible for display as those presented by, or directly sponsored in collaboration with, the City of Chowchilla.

C. PROCEDURES

1. The City will limit its allocated ad display space to two (2) promotional events at one time to minimize the length of time it takes to present the same event through the course of each advertising cycle of both business ads and City ads that affects the ability of ads to be read by passing vehicle occupants.
2. CEIS, at no cost to the City, will reasonably assist the City in the design of a maximum six (6) digital ad jpeg images in each calendar year.
3. Ad display images can be designed in-house by the City for its own event promotions.

4. Ad display images that will not be designed in-house by the City must first have the event pre-approved by the City to ensure policy compliance.
5. The costs to design ad display images not designed in-house by the City are the responsibility of the non-City designer.
6. Completed approved non-City ad display images must be provided to the City for a review of policy compliance and all content must be to promote the public benefit for Chowchilla residents.
7. The City shall be responsible to schedule a digital ad display campaign, defined as the start and end date(s) for a period to generate a significant number of visual impressions on the digital display sign. The campaign period shall be determined in consideration of other scheduled promotions to ensure adequate and balanced sharing of the available allotted display space.
8. Following approval the ad display image and the campaign schedule the image will be uploaded to the CEIS media platform software and scheduled for activation on the sign display using the CEIS campaign platform software. The image upload and campaign scheduling will occur no later than five (5) days following date of approval.
9. No outside person, agency or organization will be given logon privileges to access the digital display sign platform software.
10. The City is not obligated to retain images submitted by an approved non-City designer following the completion of the ad campaign schedule.
11. The ad display cycle can be pre-empted by emergency services announcements including Amber Alerts, National Weather Service watches and warnings, safety notices from the Department of Homeland Security and other Federal and State law enforcement agencies, and the Chowchilla Police and Fire Departments.

D. DESIGN PROCESS AND REQUIREMENTS

1. Digital ad display images must meet the required final design guidelines to ensure the appropriate visual rendition on the digital display sign and are designed to launch easily.
2. Images must be designed as static images that do not scroll, flash, or are motion pictures.
3. Images must be designed in the RGB (red, green, blue) display color system. If an image is designed in CMYK (cyan, magenta, yellow, black) print color system the image must be converted to and saved in the RGB display color system.
4. It is suggested that images be initially designed in 333 dpi (dots per inch) with image dimensions of 2997 pixels X 1026 pixels and saved in the original design format at this high resolution to retain editable quality of graphic elements and to serve as a backup.
5. The use of text should be limited to 7 to 10 words, or less.
6. A striking photo occupying 40% or more of the design space provides a visually attractive image and enhances viewer relationship retention.

7. The use of white space should be kept at 15% or less. Too much white space can overpower text and other images. Also, white space requires the display sign LED lights to operate at full power thus reducing their lifespan.
8. The final design of the completed artwork should be “flattened” to one layer, the file size reduced to 150 dpi (dots per inch) to produce image dimensions of 1350 pixels X 462 pixels.
9. The final design ad display image must be saved as a jpeg file.

E. IMPLEMENTATION AND OVERSIGHT

The City Administrator and/or designee has responsibility for the implementation and oversight of this policy.