

City of Cordova – Digital Sign Board Advertising Policy & Disclaimers

Purpose

The City of Cordova's digital sign board, located in the Cordova Center vestibule, is a paid advertising platform for local businesses, organizations, and events. This policy outlines rules, responsibilities, and limitations regarding the use of the signboard.

Eligibility

- Advertising is open to all businesses, organizations, and community event organizers.

Content Standards

- All ads must be family-friendly and free from obscene, offensive, defamatory, or discriminatory content.
- No political campaign materials, religious proselytizing, or personal messages will be accepted.
- Ads must not promote illegal activities or products prohibited by federal, state, or municipal law.
- The City reserves the sole discretion to approve, reject, or require edits to any ad.

Design & Technical Requirements

- Advertisers must submit ads that meet all of the following:
 - **Digital format:** JPG
 - **Resolution:** 1920×1080 px (Full HD, 16:9 ratio)
 - **File size:** Under 5 MB
 - **Orientation:** Landscape only
- Submissions that do not meet these requirements will be returned to the advertiser for correction before being scheduled.
- The City will not resize, reformat, or adjust ads on behalf of advertisers.

Display & Scheduling

- Ads are displayed in either 15-second or 20-second intervals, depending on the package purchased.
- Ads are not scheduled in a specific order. Instead, they run in rotation and cycle evenly throughout a 12-hour period.
- The City determines placement and rotation; no guarantees are made for exact times or positions.

- The City reserves the right to alter the display schedule for operational or technical reasons without refund.

Payment & Refunds

- Payment for advertising is due in full prior to display.
- Advertising fees are charged on a bi-weekly and monthly basis; no prorated refunds are issued for early removal or mid-month starts.
- Ads must be submitted and paid for at least 5 business days before the desired start date.
- Refunds are only issued if the City is unable to run the ad due to technical issues lasting more than 50% of the scheduled period.

Liability

- The City is not liable for loss of business, revenue, or any damages related to an ad's performance or visibility.
- The City makes no guarantee of specific audience size, reach, or sales impact.

Policy Changes

- The City may update these policies at any time. Advertisers will be notified of material changes that affect existing contracts.