

Municipal Bulletin Board Sign: Advertising Packages

	<u>repeat every</u>	<u># of peak min daily</u>	<u># of non peak min daily</u>	<u>total ad minutes per day</u>	<u># of ads per day</u>	<u>total ad minutes per week</u>	<u>weekly cost</u>	<u>average cost per ad</u>	<u>4-week cost</u>	<u>annual cost @ 90%</u>
15 second ad: (6 to 7 frames)	10 min	4.5	7.5	12	48	84	\$ 11.81	\$ 0.035	\$ 47.25	\$ 552.83
10 second ad: (4 to 5 frames)	10 min	3	5	8	48	56	\$ 7.88	\$ 0.023	\$ 31.50	\$ 368.55
5 second ad: (2 to 3 frames)	10 min	1.5	2.5	4	48	28	\$ 3.94	\$ 0.012	\$ 15.75	\$ 184.28

Ads will run 8 hours per day, 7 days per week

Businesses can choose ad packages starting at a 4 week minimum and extending up to one year in length, in 4 week increments.

Ads that run less than 4 weeks will be billed as if they ran for the entire period.

Advertiser will receive a 10% discount if they elect an annual contract

1-Day Advertising Package

<u>Set-up Fee</u>	<u>ad cost</u>	<u>Total Cost</u>
\$ 20.00	\$ 10.00	\$ 30.00

This ad can be up to seven frames (or up to 15 seconds), it will be repeated every 10 minutes and will run during an entire ad day.

There is a \$20 set-up fee for each ad placed. If your business wishes to run a second and different ad, as part of the basic package, to target a specific audience such as senior/housewives during the day, there will be an additional \$10 set-up charge.

Current advertisers will be given priority to renew their contract before new business customers are solicited.

AD RATES: (For informational purpose only, these rates are reflected in the basic ad packages)

		<u>Available for Government Ads</u>	<u>Rental Time Available for Businesses</u>	<u>Hourly Rates</u>
Week Day Peak Time Rates:	6:30 - 9:30AM	1.5 hrs	1.5 hrs	\$ 10.00
	4:00 - 7:00PM	1.5 hrs	1.5 hrs	\$ 10.00
Week Day Non Peak Rates:	All Other Times	5.0 hrs	5.0 hrs	\$ 6.25
Week-End Peak Time Rates:	9:00AM - 6:00PM	4.5 hrs	4.5 hrs	\$ 10.00
Week-End Non Peak Rates:	All Other Times	3.5 hrs	3.5 hrs	\$ 6.25

