ELECTRONIC BILLBOARD ADVERTISING RATE CARD

ELECTRONIC BILLBOARD RATES:

Businesses:	**Week**	**Month**
Member	$25.00	$80.00
Non-Member	$40.00	$140.00
Non-Profit/Individuals:		
Member	$15.00	$50.00
Non-Member	$25.00	$80.00

Duration: Ads will run in 8 second increments and are guaranteed to run at least 4 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. Ads/Messages must be in line with ECOC ethics and In line with Evanston businesses.
4. Ad design to be delivered to the Chamber on a USB drive or by email at least 3 business days prior to start date.
5. Ads/Messages placed must be approved by ECOC staff. ECOC staff reserve the right to edit any and all messages to fit within line with ECOC ethics and In line with Evanston businesses.
6. **Payment Terms: Full payment of all advertising must be made at the time request form is submitted.**
7. 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.
8. Absolutely no political or vulgar messages will be placed per ECOC Organizational Bylaws.
9. In case of an emergency, ads/messages will be stopped In order to display emergency messages. Clients will be compensated.

Technical Specifications:

Display Dimensions: 8 Ft. (w) x 4 Ft. (H)

File Format:

1. JPEG
2. Bitmap
3. Shockwave Flash
4. Windows Media Player
5. Real Player
6. Rich Text
7. Word files

File Size:

216 pixel width x 96 pixel height
Resolution for images: 8 Bit - 300 DPI

Location Traffic Volumes:

Wyoming Department of Transportation's Annual Average Daily Traffic (AADT) estimated 7,530 vehicle passes daily at 6th and Front Streets in 2012.

Contact Us:

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