

DIGITAL SIGN BRIEFING

June 10, 2026

THE FOLLOWING INFORMATION WAS OBTAINED BY RESEARCHING DIGITAL SIGNS

PURPOSE

The purpose of the District owned electronic sign is to:

- *Communicate official District information
- *Promote community events
- *Generate revenue through controlled advertising

DEFINITIONS

- *Sign: District owned LED electronic sign
- *Ad Slot: one static message displayed for 8-10 seconds in rotation
- *Rotation Cycle: total loop of all ads, typically 48-64 seconds

PRIORITY OF USE

- *District messages are the highest priority and may override all other content
- *Other local government, schools, non-profits, events
- *Paid Commercial Advertising

CONTENT RESTRICTIONS

- *Political ads
- *Alcohol, tobacco, cannabis
- *Adult content
- *Offensive or misleading ads

AD SPECIFICATIONS

- *Length: 8-10 seconds per slot
- *Format: static image (JPEG/PNG)
- *Resolution to match our sign specifications
- *Maximum rotation: 8-10 advertisers per loop

CONTRACT TERMS

- Minimum term: one month.
- Preferred: 3-6 month
- Payment: prepaid (non payment, ad removed)

ADVERTISING APPLICATION

(SLID letterhead)

Business Name:

Contact Person:

Phone and e-mail:

Ad duration(circle) 1 day
 1 week
 1 month
 3 months
 6 months
 12 months

Category (circle) Business
 Government
 School
 Nonprofit
 Local Spring Lake organization

Requested start date: _____

Signature: _____

Date: _____

BOARD RESOLUTION LANGUAGE in addition to standard Whereas

The Board of Supervisors hereby adopts the Digital Sign Advertising Policy and authorizes staff to implement, manage, and enforce the program, including fee collection and contract administration. Staff has authority to adjust pricing as a promotional effort to attract advertisement.