

GENERAL POLICY

MANAGEMENT OF LIGHT-EMITTING DIODE SIGNS

NO. 15

This policy governs the use of light-emitting diode signs installed on properties bearing identification numbers 010788740 (visitor information centre) and 00000003 (corner of Main Street and Ohio Street).

The Town of Shediac supplies the light-emitting diode system for delivering information on events hosted by the municipality as well as special events to visitors and residents of the town of Shediac in which the Town is a partner.

The purpose of this sign is to provide information on the municipality as well as events to visitors and residents of the town of Shediac.

Four screens are available for displaying messages.

THE PURPOSE OF THIS POLICY

- Identify appropriate and inappropriate uses;
- Determine and control the content that will be displayed on the signs;
- Prioritize the duration and messages displayed;
- Set the parameters of the messages displayed;
- Develop an application process.

APPROPRIATE MESSAGES

1. Main messages;
2. Emergency message;
3. Message announcing or promoting a major event taking place within the limits of the town of Shediac;

A major event must meet the following two criteria:

1. Duration of three days;
2. Participation of at least 750 people;
3. At least 30% of the participants are from out of town.

INAPPROPRIATE MESSAGES

1. Promoting an event that is closed to the public;
2. Sales promotion by a company;
3. Promoting politics, religion and/or hatred;
4. Sales promotion by a company specializing in promotion and advertising;
5. Promoting registration, membership or recruitment for not-for-profit organizations and community associations;
6. Promoting fundraisers;
7. Promoting an anniversary or message of congratulations for individuals or organizations;
8. Promoting a non-family activity;
9. Personal contact information.

PRIORITY OF MESSAGES DISPLAYED

1. Emergency messages;
2. Events hosted by the Town of Shediac;
3. Events hosted in partnership with the Town of Shediac.

DISPLAY OF MESSAGES

1. The Town of Shediac reserves the right to prioritize messages and determine the duration and order in which they will be displayed.
2. The same messages will be displayed on all four screens.
3. Messages can be displayed up to 60 days before the date of the event's last day.
4. The message can be displayed up to 60 days.
5. All advertisements will be programmed on the basis of equal rotation throughout the day.
6. The Town of Shediac is not responsible for verifying the accuracy of the information other than checking the spelling, except for municipal information.
7. The Town reserves the right to remove, delete or refuse any advertisement it deems inappropriate.
8. The person making the request is responsible for supplying the graphic layout according to the attached graphic specifications.
9. Only the graphic layouts that meet the specifications will be accepted. At no time will simple text be accepted.

10. The sign will be operational from 7 a.m. to 9 p.m., from Monday to Sunday.
However, the Town of Shediac reserves the right to activate the signs outside of these hours in emergency situations.

EMERGENCY USE

All events displayed on the screens will be suspended in certain emergency situations, including:

1. Amber Alerts;
2. Severe Weather Warnings (tornado warnings, blizzard warnings, etc.);
3. Other public security emergencies as determined by the Town of Shediac (for instance, the closure of highways ramps);
4. Other traffic emergencies.

APPLICATION PROCESS

Requests for displaying messages must be submitted to the municipal office for approval by the General Manager at least 60 days before the message is displayed.

Requests for displaying messages that do not meet the parameters of this policy must be approved by Council. The form below must be filled out and sent to info@shediac.ca.

Request for displaying messages on the light-emitting diode signs Town of Shediac

Fill out and send the completed form to request the displaying of an event on the sign.

We will strive to respond to your request based on the availability of space and the criteria outlined in the Town's LED Sign Policy.

Name of the organization	
Phone number	
E-mail address	
Organization	
Start date	
End date	
Applicant's signature	

FOR OFFICE USE	
DATE RECEIVED:	
RECEIVED BY:	
APPROVED OR REFUSED:	

Graphic Specifications

All advertising mediums have their own set of rules and best practices, and LED advertisement is no exception. The Town of Shediac is asking you to follow the graphic specifications below when you create your ad's graphic layout.

Size: 252 pixels (w) by 144 pixels (h):

Colour: RGB

Resolution: 72 dpi

Preferred file format: PNG

Other supported files: BMP, JPEG

Pixel aspect ratio: Square pixels

Preferred animated file: AVI (non-compressed)

Other animated files supported: MP4, MOV

Frames per second: 30

Colours:

We recommend that you use rich, vibrant, saturated colours on the screen. You must also make sure to provide enough contrast between the background and the message/image. The rich colours will get a stronger emotional response from your clients. Even if the screen can create any colour, lighter colours in low contrast will make your messages appear soft and unclear. We recommend that you avoid using white backgrounds, because the LED screens use the light emitted. If too many pastel colours or white backgrounds are used, your content can truly draw attention away from the onlooker, especially in low-light conditions.

Text:

Simple and bold. In short, don't forget that your audience is in motion, looking upwards towards the screen. If your message is concise and bold, your content will be more easily understood at a glance. We recommend that you use as little text as possible, and to use a graphic or an image to present part of your message. It is also useful, with the contrast, to use a drop shadow or a dark contour around the text to distinguish it from the background.

Timeframe

The graphic layout must be submitted 10 working days before the starting date of the campaign. Any delay could postpone the campaign and the Town of Shediac will not be held responsible.

ENTRY INTO FORCE

This policy is in effect on the day of its adoption by Council.

Adopted by Council on the 27th day of May 2019.

Roger Caissie
Mayor

Gilles Belleau
Clerk