City of Pitt Meadows
THE Natural PLACE

COUNCIL POLICY C004

Public Use of Municipal Billboards

Effective Date: February 18, 2003
Last Revised: July 21, 2026

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1. Purpose

To provide guidelines under which local service groups can access free advertising space available through the City of Pitt Meadows via contract with various vendors, on the digital billboard located on Lougheed Highway at the east end of the Pitt River Bridge, the City Hall digital board at 12007 Harris Road and on any billboards under the City's control.

2. Policy

i. A local service group qualifies for free advertising space provided it:

   a. is a non-profit group, located in, or serving residents of Pitt Meadows, that provides a service and/or information that would be of interest and benefit to the community;

   b. is either a registered, non-profit association or is included in the Community Directory and does not represent interests in offensive subject matter (i.e. racism, pornography, obscenities, etc.); and

   c. is not a recognized political party.

ii. Advertising space is provided for upcoming events on a first come, first serve basis. The local service group is responsible for all costs associated with the production, development and posting of the ad, and other related costs, that are not provided free of charge to the City under the noted agreements.

iii. Municipal billboards are subject to the City of Pitt Meadows agreement with advertising partners. All advertising must adhere to the City's design standards and specifications.

Schedule A - Specifications

For Both Digital Boards

Requests should be made two weeks prior to requesting run dates. Final design assets that meet the City's guidelines are required a minimum of two weeks prior to run dates. Groups must always ensure they have copyright permission for all graphics used.

Digital board graphics are displayed on an automated rotation, and the City does not have control over the sequence or timing of individual displays.

Guidelines

Maximum four to eight words in large, simple, non-script and accessible-to-read font
If requiring an image, use one simple image (no clip art)
If needing a url, include it at the bottom of the graphic (no long complicated web addresses)
High contrast is best, i.e. dark background with light text or the reverse (light background with dark text)

Pattison Digital Board (Lougheed Highway, East Side of Pitt River Bridge)

1760 wide x 480 high (pixels) Minimum 72 dpi
JPEG format

City Hall Digital Board (12007 Harris Road)

180 wide x 120 high (pixels)Minimum 72 dpi
JPEG format

Application Process:

Applications will be reviewed on a first come, first serve basis. In the event of space limitations or conflicting applications, City sponsored events/advertising will take precedence.

The request must be emailed to the City of Pitt Meadows Communications and Civic Engagement Division by emailing communications@pittmeadows.ca a minimum of two weeks prior to the requested run date.

Only one display may be requested per application.

The run end date should be discussed and confirmed during the application process. Digital assets will typically remain in rotation for two to three weeks, unless a longer duration is agreed upon based on the nature of the communication, available space and operational needs.

The City reserves the right to reject any application and/or digital asset that does not comply with this policy.