

Public Use of Municipal Billboards

Effective Date: February 18, 2003
Last Revised: December 8, 2020

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 electronic billboard located at the east end of the Pitt River Bridge, the 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 Signs

Final design files are required a minimum of two weeks prior to run dates. Groups must always ensure they have copyright permission for all graphics used.

Guidelines

Maximum four to eight words in large, simple and easy-to-read font

One simple image (no clip art)

Include a simple URL at the bottom (no long complicated web addresses)

East Side of Pitt River Bridge (Digital Advertising Column)

640 wide x 176 high (pixels)

Minimum 72 dpi

JPEG format

High contrast is best i.e. dark background with light text or visa versa

12007 Harris Road (Digital Sign)

628 high x 1200 wide (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 Department 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 City reserves the right to reject any application and/or banner that does not comply with this policy.