

Corporate Policy

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Section:	Communications	19
Sub-Section:	Advertising and Promotions	1475
Title:	Digital Billboard City Content	2021-01

Related Policies

Number	Title
A19-1360-01	Communications and Graphics Standards

Approvals

Approval Date: April 20, 2021	Resolution #: <u>CW21/050</u>
Amended:	Resolution #:
Amended:	Resolution #:
Amended:	Resolution #:

Policy

The City of Port Moody has entered into a 25-year digital billboard revenue sharing agreement with Pattison Outdoor Advertising for use of the two digital billboards located within Port Moody. Starting in January 2021, 10% of all digital billboard advertising spots will be used for City of Port Moody messaging. This policy outlines how the City's advertising spots shall be used.

Definitions

Officially Supported Community Event – means a community event for which Council has passed a resolution to provide financial support.

Procedures

1. The City's digital billboard advertising spots will be used to promote City of Port Moody services, initiatives and events, and Officially Supported Community Events.
2. City content promoted using the City's digital billboard advertising spots will include but not be limited to public safety and emergency notifications, seasonal and departmental messaging, events and initiatives, program and registration information, public engagement opportunities, and general City notifications and reminders.
3. A maximum of four City digital billboard advertising spots will be included in the rotation at one time and City content will be given priority.
4. All City digital billboard advertising spots must comply with Administrative Policy – 19-1360-01 – Communications and Graphics Standards, and will be uploaded as a high-quality camera-ready image (specifications: 768 x 216p x 25mb).
5. A maximum of seven words is recommended for digital billboard advertising spots to ensure readability.
6. Animation and videos are not permitted for use in digital billboard advertising spots.
7. Four one-week digital billboard advertising spots each will be provided annually to the Port Moody Public Library, Port Moody Arts Centre Society, and the Port Moody Heritage Society. Camera-ready artwork that meets technical specifications (768 x 216p x 25mb) must be provided to the City four weeks in advance of the desired posting date.
8. Digital billboard emergency notifications will be posted as soon as possible.
9. Digital billboard advertising spots related to Port Moody Police Department investigations will be posted as directed and approved by the Chief Constable of the Port Moody Police Department.
10. All City digital billboard advertising spots must be approved by the Manager of Communications and Engagement.

Monitoring/Authority

Monitoring and implementation of this policy are delegated to the Executive Leadership Team. Changes to this policy require approval by Council.