

Member Only Rates
 \$750.00 per 4 week Flight

Member Not For Profit Rates
 \$600.00 per 4 week Flight

Company _____ (known as the "Member")
 Address _____
 Phone _____ Email Address _____
 Contact _____ Title _____
 Payment: Visa ___ MasterCard ___ Invoice ___
 Card Number: _____ Exp: _____
 Card Holder Name: _____ CVM# _____
 Amount \$ _____

2018 Flight Schedule

- 2018-1 Flight – January 1 thru January 28
- 2018-2 Flight – January 29 thru February 25
- 2018-3 Flight - February 26 thru March 25
- 2018-4 Flight - March 26 thru April 22
- 2018-5 Flight - April 23 thru May 20
- 2018-6 Flight - May 21 thru June 17
- 2018-7 Flight – June 18 thru July 15
- 2018-8 Flight - July 16 thru August 12
- 2018-9 Flight - August 13 thru September 9
- 2018-10 Flight - September 10 thru October 7
- 2018-11 Flight – October 8 thru November 4
- 2018-12 Flight – November 5 thru December 2
- 2018-13 Flight – December 3 thru December 30

Notes: _____

Date: _____

 Member Authorizing Signature

Terminology Guide

- Spot:** The space booked by a member on the Chamber's digital sign at Centre 2000. There are a maximum of 18 spots, each spot is 20 seconds long, guaranteeing the member that their advertisement will be displayed every 6 minutes, 24 hours a day for the duration of the contract.
- Flight:** The 4-week period the ads are scheduled to display and is billed for. (see Flight Schedule)

Contract Terms

1. The member, at their expense, agrees to supply the completed required message to the Chamber 14 full working days prior to the commencement of each flight. Submitted artwork must meet the requirements as laid out in the Design Guidelines.
1. The member is permitted to change their ad copy every four weeks (each flight) at no additional charge. Should there be a requirement to change the ad copy more frequently, there will be a charge of \$75.00 per copy change.
2. The member cannot assign or sublet any privilege or advertising space under this contract without the written permission of the Chamber.
3. The member agrees to indemnify the Chamber from and against any and all claims, losses, suits, or actions as a result of any message that is defamatory, libelous or arises out of a breach of patent, trademarks, or copyright, or which contravenes any statute, by-law, or regulation passed by any legally constituted governing body.
4. The Chamber has the right to reject or remove any message that does not meet the approval of the Canadian Advertising Standards Council or is unacceptable to the Chamber at their sole discretion.
5. This contract contains the full agreement between the parties and no amendments, conditions, terms, agreements or representations shall be binding upon either party unless incorporated by writing into this contract.
6. The Chamber is not responsible for any failure in its digital signs whatsoever. Should a failure of the sign to operate arise, the member shall be entitled to additional time equal to the missed runs.
7. In the event of an "AMBER ALERT" all advertising on the digital sign will cease and only the Amber Alert information will be displayed. The member shall be entitled to additional time equal to the missed runs during the Amber Alert.

Design Guidelines

1. Image specifications:
 - Format – JPG
 - Dimensions – 432 wide by 256 high (pixels)
 - Colour Space – RGB
 - File size 30K to 150K bytes
 2. The member, at their expense, agrees to supply the completed required message to the Chamber 14 full working days prior to the commencement of each flight. Submitted artwork must meet the requirements as laid out in the Design Guidelines.
 3. Layout Design:

Layout is the design principle that determines the finished look of an advertisement. The most important principle for creating effective outdoor content is visual prioritization of the message, or hierarchy of communication. Consumers can't hear and understand four messages at once; they can't see and understand four messages at once, either. Define the items (ABC levels) you want to communicate and prioritize each piece in order of importance according to the following information. People read in chunks of information. They scan across, then down, and pick up information in logical sections. The more distinct those sections of information, the faster people interpret the meaning or the purpose of the message. Visual and written information that overlap cause the reader to pause and sort the two apart before understanding the message. Using hierarchy of communication helps speed comprehension and increases retention of the message.
1. Image Design Resource:
<http://adamsoutdoor.com/spec-sheets/Digital-Best-Practices.pdf>
 2. City Development Permit Restrictions:
 - All electronic message displays must include a dimming feature that will automatically reduce the brightness level to adapt to the ambient light level. The light level shall not exceed 300 nits (candelas per square meter) between the time of sunset and sunrise, nor 5,000 nits at all other times.
 - The time between message changes will be a minimum 20 seconds.
 - The electronic message display shall not display flashing, intermittent or moving lights including animated or scrolling text.
 - When a message is changed electronically, it shall be accomplished within an interval of 0.1 second or less, in order that approaching drivers cannot perceive any blanking of the display screen.
 - There shall be no visual effects between successive displays on the sign.

Sign Ready Art Work

Please email all art work to tom@gpchamber.com 14 working days prior to the commencement of each flight. A confirmation reply will be sent to acknowledge the file being received.

Leah Fuiarczuk, Membership Sales & Services Manager

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