



## **Stratford District Council**

### **Digital Noticeboard Guidelines**

#### **Background**

Stratford District Council has installed a digital community noticeboard.

Council will use the noticeboard to promote public information messages, community events and projects.

The noticeboard is also available to not-for-profit organisations/community groups for advertising local events/activities.

Because the noticeboard is located on a busy road these guidelines are in place to ensure the safety of our road users.

#### **Criteria for using the noticeboard**

##### **Messaging:**

This board is about creating awareness and promoting the fantastic activities that the Stratford district has to offer. All messages should be relevant to residents and visitors to the district.

Council reserves the right to reject advertising that does not meet these requirements or are deemed to be inappropriate or inconsistent with the intent of this community facility.

Council also reserves the right to suspend advertising if space is required to communicate urgent public notices, such as unexpected water shutdowns, or in the event of an emergency.

##### **The noticeboard can:**

1. promote or profile a local community event, activity or public information message
2. promote regional events or activities that are relevant and to the benefit of residents and visitors to the Stratford district.

This includes but is not limited to:

- Stratford District Council events and public information messages
- Stratford District Youth Council events
- Stratford i-SITE promotions
- Stratford Library events/activities
- TSB Pool Complex events/activities
- Stratford Business Association events (such as Christmas Parade, Market Days)
- Fundraising events for not-for-profit organisations (such as Cancer Society's Daffodil Day)
- Not-for-profit community events in the district
- Local sporting organisations promoting home games in Stratford
- School community events in the district

**Advertising will not be accepted by Council if it contains:**

- comments on political or religious issues or topics
- offensive language or is in any way disrespectful to any organisation or person
- unlawful, libellous, harassing, defamatory, abusive, threatening, harmful, obscene, profane, sexually oriented or racially offensive content
- personal information or contact details without the prior consent of the people mentioned or if it impersonates someone else

**Advertising size and design:**

The advert must be provided to Council designed to the following specifications:

- 432 x 288 pixels
- Minimum font size 12pt (remember the larger the size the easier to read, 20pt is a safe font size).
- 10 words or less is recommended to ensure readability.
- Clear and easy-to-read typefaces are recommended (ie, Sans-Serif type fonts such as Arial, Helvetica and Avante Garde).
- The message needs to stand out from the background colour.
- Adverts must not mimic or be confused with standard traffic/road signs.
- Provided in a JPG or PNG format and under 10MB in size.

These criteria have been written to align with the New Zealand Transport Agency guidelines for advertising on a State Highway.

For groups that do not have the resources to provide a designed advert, Council will create one using a standard template design.

**Maximum display period for any one booking:**

The maximum display period is four weeks. Adverts for one event or a series of events cannot be placed for more than four weeks at one time or more than six times a year. All adverts will be removed within 48 hours of an events finishing time. This is included in the maximum permitted display period.

**Timeframe for bookings:**

The booking period begins from noon on a Monday and ends at 10am on the allocated work day arranged with Council officers.

**Booking an advert**

Visit [www.stratford.govt.nz](http://www.stratford.govt.nz) and fill out the Digital Noticeboard booking form.

**Your application will be responded to within five working days.**

Stratford District Council reserves the right to exercise discretion when approving applications for advertising on the digital noticeboard. If you have any questions about these guidelines please contact Council on 06 765 6099 or email [stratforddc@stratford.govt.nz](mailto:stratforddc@stratford.govt.nz)