

Verona Electronic Billboard (VEB) Policy



The VCA will manage all aspects of the operation of the Verona Electronic Billboard (VEB).

The primary purpose of the VEB is to offer messaging space for announcements pertaining to events, public meetings, traffic control, and emergencies.

The VCA and its sponsored programs will receive priority in the scheduling of messages.

Requests for messaging by the Verona Lions Club will receive priority when they do not conflict with scheduled messaging by the VCA and its sponsored programs.

The VCA will honour messaging requests from the Township of South Frontenac (e.g. public meeting announcements, public notices, and emergency information).

Messaging will be provided to non-profit organizations within the “Verona Area” (i.e. Verona, Bellrock Village, Godfrey, and Hartington) at no cost for a one-week block; 2nd week \$50.00.

All messaging must be reviewed and approved by the VCA.

The VCA will manage the timing and scheduling of all messages, as well as their duration, start, and end.

The VCA reserves the right to allocate messaging space at its own discretion.

The VCA assumes no responsibility for incorrect information, technical issues, delays in posting, or any other issue that may arise due to the posting of messages or the operation of the VEB.

Business/Political Use

Advertising space on the Verona Electronic Billboard (VEB) is available to businesses within the “Verona Area” (i.e. Verona, Bellrock Village, Godfrey, and Hartington).

The VEB broadcasts messaging each day, throughout the week, from 6:15 am to 9:15 pm. During standard operation the VEB cycles through a set of pre-programmed messages on each of its two faces.

Advertising space is available to business/political agents in one-week blocks (maximum two consecutive weeks) minimum one week break after the two weeks consecutive.

Advertising space consists of a message displayed for 2 minutes which repeats every 18 minutes on each side of the VEB (appearing approximately 50 times on each side throughout the day, and approximately 100 times in total, based on a maximum of nine postings per two-minute cycle). The one-week period for an advertisement starts on Sunday morning and ends on Saturday evening.

Business/political agents may provide no more than one message for a given week of programming. The VCA will not accept changes to messaging during the week of programming.

Advertising messages must pertain to an event (e.g. celebrations, specials, and promotions).

Advertising messages for submission to the VCA are to be printed on the application form with exact spelling and include all necessary information. Forms are available on www.yourverona.ca or by emailing vca@xplornet.ca.

Advertising messages are to be provided to the VCA on five lines, with a maximum of 19 characters per line (including spaces), without graphics. Font must be Arial size 15.

Payment must be submitted with the application form.

Applications for advertising space must be received two weeks prior to the requested start date for messaging on the VEB.

All applications must receive the approval of the VCA for inclusion in the VEB's weekly programming. The VCA retains the right to refrain from posting messages it deems inappropriate. Should the VCA decline a request, the funds submitted with the application form will be returned.

No more than six business/political agents will receive placements on the VEB in any given week on a first come, first served dated basis.

The VCA reserves the right to allocate advertising space at its own discretion.

The VCA assumes no responsibility for incorrect information, technical issues, delays in posting, or any other issue that may arise due to the posting of messages or the operation of the VEB.

Rates as follows:

\$50.00 per one-week block (business/political)

Free non-profit organizations (one week; 2nd week \$50.00)