



404 6th Avenue
 Madison, Minnesota 56256
 P 320.598.7373
 F 320.598.7376
 E madison@ci.madison.mn.us
 ci.madison.mn.us

Digital Sign Advertising Contract

Business or Group Name:
Contact Person:
Phone:
Email:

OFFICE USE ONLY	DATE RECEIVED: _____
	PAYMENT AMOUNT: _____
	Reserve Account Sign Fund 101-34955
	Did Ad run as scheduled? Yes or No

Run Dates: Please Fill out Calendar to the Right.

Notes: _____

Month:

SUN	MON	TUE	WED	THU	FRI	SAT

Signature: _____
 I agree to terms of this Contract.

AD DESCRIPTION (3 Lines Maximum)
Event Name: _____
Date/Time: _____
Location: _____
Other: _____

AD COST \$5 per Day (min 5 days/\$25)
Number of dates selected: _____
x \$5.00 : _____
Total Amount Due: _____

PLEASE SEND PAYMENT & CONTRACT TO:
 CITY OF MADISON
 404 6TH AVE
 MADISON MN 56256
 madison@ci.madison.mn.us

RATES and GUIDELINES

- *Must run ad for 5 consecutive days with a maximum of 14 consecutive days. May do one-day ads for min charge of \$25.
- *All information and payment must be received one week prior to ad run.
- *Run dates are not guaranteed during peak seasons. A maximum of 10 ad slides allowed at any time. Refunds will be given if ad does not run.

LIABILITY FOR ERROR

- *City of Madison shall not be held liable for failure to publish any form of advertisement or for typographical errors in excess of the cost of space occupied by those errors.
- *All adjustments for errors shall be limited to the portion of the ad affected and shall in no circumstances exceed the total charge for the first ad.

AD vs. NEWS

*City of Madison's policy in determining what is advertising is based on one simple test: If an individual, business or organization charges for admission to an event, for an item or for a service, it will be considered advertising. In other words, "If you charge, we charge". If the event IN MADISON is free to the public or free will donation, such as a benefit, there will be no charge.

*We reserve the right to refuse any advertising without obligation to justify our decision.