Policy on Advertising at the Willett Arena, City Website, & Community TV

Purpose

The purpose of the City of Stevens Point allowing advertising on the K.B. Willett Arena dasher boards/ice surface, City website, and Community TV is not to provide a public forum for dissemination, debate or discussion of public issues. The potential advertising is to provide additional opportunities for revenue in supporting programs and services to assist in stabilizing taxes for the residents of Stevens Point.

Policy

- No advertising shall contain any information that is false, misleading, derogatory, deceptive or slanderous in nature.
- No advertising shall promote alcoholic beverages, tobacco, other additive products, sexually-oriented businesses/products or firearms.
- Advertising may not promote unlawful or illegal goods, services or activities, or infringe upon any copyright, trade or service mark, title or slogan.
- Advertising may not be demeaning or disparaging to individuals or groups on the basis of race, color, religion, national origin, ancestry, gender, age, disability, ethnicity or sexual orientation.
- All displayed advertising shall be of reputable character.
- All advertising must reflect the City of Stevens Point's corporate image in terms of good taste, truthfulness, acceptable business practices and decency.
- No political advertising.
- The City of Stevens Point reserves the right to reject any advertisement it deems unsuitable for display.

Reservation of Rights

The City of Stevens Point reserves the right to amend the policy and standards at any time and to later limit or prohibit advertising at any and all locations even though it may have been previously authorized. It also reserves the right to establish policy as it relates to size of ad, layout, fonts, dimensions, etc. depending upon the site/location of the ad.

Disclaimer

All commercial advertising placed on City property may not be sponsored by and does not necessarily reflect the views of the City of Stevens Point.