

# Advertising Contract

Company/Organization \_\_\_\_\_

Contact person \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Phone number-Work \_\_\_\_\_ Cell \_\_\_\_\_

Email address \_\_\_\_\_

File options for board graphics:  Adobe Illustrator  eps  pdf  Photoshop

Option \_\_\_\_\_

Contract length \_\_\_\_\_

I approve of the details outlined in this agreement and will meet all terms as stated.

Advertiser's signature \_\_\_\_\_ Date \_\_\_\_\_

K.B. Willett Ice Arena Manager \_\_\_\_\_ Date \_\_\_\_\_

**All copy and content must be approved by the advertiser and the City of Stevens Point. Production will begin after final approval of the design and upon receipt of payment in full.**

## OPTION A: Half dasher board

- 4' x 32" sign-12 square feet
- Only 15 available
- 1 year \$ 800.00
- 2 years \$1440.00 (10% saving)
- 3 years \$2040.00 (15% saving)
- 4 years \$2560.00 (20% saving)
- 5 years \$3000.00 (25% saving)

## OPTION B: Full dasher board

- 8' x 32" sign-24 square feet
- Only 15 available
- 1 year \$1500.00
- 2 years \$2700.00 (10% saving)
- 3 years \$3825.00 (15% saving)
- 4 years \$4800.00 (20% saving)
- 5 years \$5625.00 (25% saving)

## OPTION C: Neutral zone ice\*

- 80-100 square feet
- SOLD OUT for 2016-17**
- 1 year \$ 3000.00
- 2 years \$ 5400.00 (10% saving)
- 3 years \$ 7650.00 (15% saving)
- 4 years \$ 9600.00 (20% saving)
- 5 years \$11,250.00 (25% saving)

All options include full color digitally printed graphics, set-up and installation.

All dasher board advertising is sold year round. All contracts commence on **September 1** and expire **August 31**. Advertising spaces will be offered on a first come, first served basis. Existing advertisers have the right of first refusal at the end of their contract.

We accept Visa & Master Card, or we can invoice you. Please specify your payment method.

- Please invoice me  Credit Card---Please contact me

Signed contract and payment must be received no later than **August 12th** of each calendar year.

Checks should be written payable to the **K.B. Willett Ice Arena** and mailed along with this contract to:

**K.B. Willett Ice Arena; Attention, Bob Gregorich**  
**1000 Minnesota Avenue**  
**Stevens Point, WI 54481**

**715-346-1576** RGregorich@stevenspoint.com



The purpose of the City of Stevens Point, in allowing advertising on the K.B. Willett Ice Arena dasher boards and in the ice, is not to provide a public forum for dissemination, debate or discussion of public issues. It is to provide the opportunity to generate revenue to support programs and services to assist in stabilizing taxes for the residents of Stevens Point.

Advertisements shall be of reputable character and reflect the City of Stevens Point's corporate image in terms of good taste, truthfulness, acceptable business practices and decency. They shall not contain any information that is false, misleading, derogatory, deceptive, or slanderous in nature. They shall not promote alcoholic beverages, tobacco or other addictive products, sexually oriented businesses/products or fire arms. They shall not promote unlawful or illegal goods, services or activities or infringe upon any copyright, trade or service mark, title or slogan. They shall 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. They shall not promote political candidates or agendas.

The City of Stevens Point reserves the right to reject any advertisement it deems unsuitable for display. It reserves the right to amend the policy and standards at any time and to 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 the size of ads, layout, fonts, dimensions, etc., depending on the site/location of the ad.

Commercial advertising placed on City property is not necessarily sponsored by and does not necessarily reflect the views of the City of Stevens Point.