R. **Electronic Banner Display Program Policy**

The Town of Windsor E-banner display at Exchange Bank is intended to serve as a limited public forum for non-commercial messages in accordance with this E-banner Display Policy.

1. E-banner display program is offered to non-profit organizations holding a 501(c) (3) status.
2. E-banners are displayed to publicize local cultural, recreational, educational, and social services, programs or other special events open to the general public that are of interest to the Town of Windsor and its residents.
3. The Town of Windsor reserves the right to decline an application that does not meet the stated intent and criteria of this E-banner Display Policy.
4. Applications are considered on a first-come, first-served basis.
5. One slide is limited to four lines of 20 characters, including spaces, to create a clear and concise message.
6. Display period options: 1-2 weeks, 3-4 weeks: from Monday to Sunday.
7. The application fee is $76 for up to the first 2 weeks of display and is due upon receipt of the E-banner application.
8. Approved E-banners may be displayed for up to twenty-eight (28) continuous days, from Monday to Sunday.
9. For an additional consecutive slide pertaining to the first message slide, an additional fee of $76 will be charged.
10. An additional 2-week posting with a maximum of 4 weeks is acceptable, also with an additional fee of $76.
11. Applications may be submitted up to twelve (12) months before the scheduled event, program, or service and no less than fourteen (14) days prior to the requested scheduled date. Banner applications submitted less than fourteen (14) days prior to the posting date will not be accepted. No exceptions will be made to this regulation.
12. E-banners containing a website address will require a copy of website information submitted with the application.
13. Information about the event displayed on the banner may be placed on the Parks and Recreation Calendar of the Town of Windsor or Windsor Chamber of Commerce websites at the discretion of either party.
14. A maximum of ten (10) single banner messages can be displayed at one time. This may include five “paid” application banner messages, four (4) Town or “co-sponsored” messages and one (1) internal message for important last minute, Town or emergency postings.
15. The following agencies are considered co-sponsors or partners with the Town of Windsor and therefore are not required to pay the application fee: Windsor Unified School District, Windsor Library, Windsor Garden Club, County of Sonoma, Fire District, Sonoma County Animal Control (via Police Department) and the Parks and Recreation Foundation (via Parks and Recreation Department).
16. Final approval of an application or co-sponsor/partner designation of applicant is made at the discretion of the Town Manager or designee (Parks and Recreation Director).
17. In the event of more requests than allowable banner messages, the Town reserves the right to determine first priority of displays.