

# **Effective: February 23, 2010**

## **BAGSA Roadside Ad Posting Guidelines**

### **PLEASE SIGN RESERVATION BOOK**

#### **Who may place advertisements on the Roadside signs?**

1. Advertising on the three roadside signs is a free service for Business Association of the Greater Shickshinny Area (BAGSA) members in good standing who have paid their annual dues in full for the current calendar year. Each BAGSA member is entitled to a non-assigned week of free publicity. Members may place more ads, provided they are giving other members an opportunity to also post ads. Non-paid members may not advertise until their membership dues are paid in full.
2. A local community based non-BAGSA club or organization may reserve a date for advertising if it is not already reserved by a BAGSA member and it is a minimum of 30 days or less to their event date. Non-BAGSA members may not reserve dates in excess of 30 days into the future.
3. Clubs and organizations may become a BAGSA member or make a donation to BAGSA to defray our upkeep for the signs and replacement of missing letters. BAGSA may waive acceptance of donations at the discretion of the BAGSA members and following a vote during the next Association meeting.

Representative examples for donations are: non-profits \$20 - \$50 per week; for profit up to \$100 per week.

#### **Reserving advertisement space**

1. The "Letter Box", lock keys, and reservation book are located at Bach's Fitness. Once you change the sign, return the Letter Box to Bach's fitness within 24 hours so the next event can be posted in a timely manner.
2. **Call or stop in to check the reservation book for the desired week(s) and write in your Business or Club name and if necessary a description of what event will be on signs.**
3. All THREE signs must be updated, not just one or two. This keeps all signs fresh to passer-bys and generates interest for next message.
4. Advertising cycle is typically one week and begins each MONDAY MORNING. The "Expiring Ad" may be taken down any time on Sunday or during the following week and can be replaced with the new ad so morning travelers on MONDAY or thereafter will see the fresh ads.
5. BAGSA sponsored fundraisers and events will take precedence over any reservations made by members or non-members as these events are for the greater good. If a member placed a reservation and an unforeseen BAGSA sponsored event comes up, the member will be asked to yield their reserved time.
6. BAGSA members may normally advertise for one or two weeks in a row. During non-peak times or when there are no upcoming reserved dates, members may leave their ad posted for up to a maximum of three weeks. If an ad is placed for three weeks, a member may request the first party yield the ad space.
7. If a holiday or scheduled event causes a conflict, the parties closest to the date will need to work out their schedules. BAGSA members and events will take precedence over non-BAGSA groups and their events.
8. If a member reserved ad space and didn't post their ad until the middle of their ad post week, they will lose out. Be punctual. SUNDAY is the day to set up and remove ads.
9. No BAGSA member may "PROMISE" the sign to anyone else. Check the reservation book and make ad posting reservations up to six months in advance for members or at any time for BAGSA sponsored events.
10. **PLEASE BE NICE- TAKE TURNS AND ROTATE SPECIAL DATES !!!!**
11. Keep the Letter Box in ORDER with all letters being placed in the correct slots and same direction.
12. Members are asked to volunteer to change the sign for BAGSA events on a ROTATING basis. Officers should be aware of scheduled dates and ask for volunteers during the scheduled meeting to be sure ads are changed.

These guidelines are a work in progress.

Suggest additional changes or concerns at the next BAGSA meeting.