



Electronic Message Board
Application

Application Date: _____

Name of the Event to be Promoted: _____

Name of the Sponsoring Organization: _____

Contact Person: _____

Address: _____

Daytime Phone Number: _____

Email Address: _____

Date(s) of Event: _____

Advertisement Time Period Requested: _____

(Not to exceed 2 weeks run-time)

Sketch or Representation of Proposed Sign Design and/or Wording:

- *Logo & photos must be jpg or gif format – approximately 192X 384 pixels-email to katie.mercer@townofwoodstockva.gov*
- *Messages appear best with no more than 4 lines of text – no more than 18 characters per line*

Administrative Use Only:

Date Received: _____ *Approved* _____ *Denied/Reason* _____

See Reverse Side for Message Board Guidelines →

Guidelines

- The Town of Woodstock reserves the right to refuse requests that do not advance the mission of the Town.
- In the event of an emergency, the Town of Woodstock has the right to suspend all messages and use the sign for emergency purposes only.
- Sign use is not intended for commercial advertising.
- Due to limited space, displays will be on a first-come, first-served basis.
- The appearance of messages is subject to the constraints of electronic and mechanical limitations of the electronic sign.
- Messages may be edited by the Town for conciseness, clarity and conformity to the requirements of the medium.
- Applications may be submitted the following ways:
 - Mailed or delivered in person to the:
Town of Woodstock
Attn: Katie Mercer
135 North Main Street
Woodstock, VA 22664
 - Emailed to:
Katie Mercer, Director of Marketing and Events
kmercera@woodstockva.gov
- Phone, email, postal service, and in-person requests will be accepted.
- Messages can run no longer than three weeks before an event.
- Requests for message board notices must be received one week prior to run-time.
- No personal requests will be posted on the electronic sign (i.e. birthdays, engagements, anniversaries, weddings, retirements, etc.).
- Notices must be of Woodstock-related events.
- The design of signs shall be developed by each individual sponsoring organization under the guidelines set forth in this policy.