

TOWN OF SLAVE
BYLAW# 19 - 2019
FACILITY AND COMMUNITY ELECTRONIC SIGNS RATES BYLAW

A BYLAW OF THE TOWN OF SLAVE LAKE, IN THE PROVINCE OF ALBERTA IN RESPECT TO RATES FOR COMMERCIAL ADVERTISING ON TOWN OWNED AND OPERATED DIGITAL SIGNS IN THE TOWN OF SAVE LAKE.

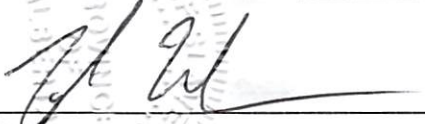
WHEREAS, paragraph 8 of the Municipal Government Act, Chapter M-26, 2000 and amendments thereof authorizes a Municipality, by bylaw to establish fees for licenses, permits and approvals and,

WHEREAS, paragraph 6 give a municipality natural person powers, which imply the power to charge for goods and services provided,

NOW THEREFORE, the Council of the Town of Slave Lake, duly assembled, enacts as follows:

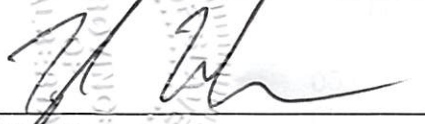
1. That the rates specified in the schedule(s) attached, be charged for the Community Electronic Signs and Facility Electronic Signs .
2. That the schedules attached to this bylaw may be modified and amended from time to time, as Council desires, by resolution of Council.
3. That this bylaw shall come into full force and effect upon receiving third and final reading.
4. This Bylaw rescinds Bylaw #13-2019

READ A FIRST TIME THIS 9 DAY OF July 2019


MAYOR


CHIEF ADMINISTRATIVE OFFIVER

READ A SECOND TIME THIS 9 DAY OF July 2019


MAYOR


CHIEF ADMINISTRATIVE OFFIVER

READ A THIRD TIME THIS 9 DAY OF July 2019


MAYOR

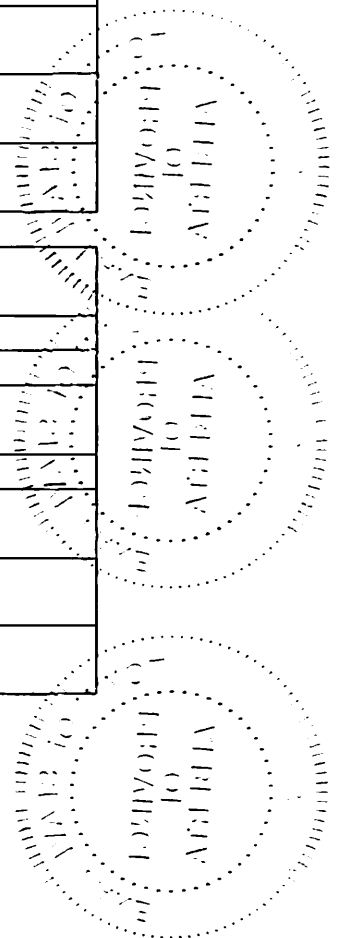

CHIEF ADMINISTRATIVE OFFIVER

Schedule A: Static Advertisements

Community Electronic Signs	Third Party Advertising	Political Advertising	Not-for-Profit Advertising
One (1) Week	\$50.00	\$50.00	\$10.00
Two (2) Weeks	\$75.00	\$75.00	\$20.00
Three (3) Weeks	\$100.00	\$100.00	\$30.00
One (1) Months	\$125.00	\$125.00	\$40.00
Three (3) Months *	\$375.00	\$375.00	\$120.00
Six (6) Months **	\$750.00	\$750.00	\$240.00
One (1) Year ***	\$1500.00	\$1500.00	\$480.00

Facility Sign	Third Party Advertising/ Point of Sale Advertising	Political Advertising	Not-for-Profit Advertising
One (1) Week	\$25.00	\$25.00	\$10.00
Two (2) Weeks	\$50.00	\$50.00	\$15.00
Three (3) Weeks	\$75.00	\$75.00	\$25.00
One (1) Months	\$100.00	\$100.00	\$50.00
Three (3) Months *	\$300.00	\$300.00	\$100.00
Six (6) Months **	\$600.00	\$600.00	\$200.00
One (1) Year ***	\$1200.00	\$1200.00	\$400.00

All Facility Sign	Third Party Advertising	Political Advertising	Not-for-Profit Advertising
One (1) Week	\$100.00	\$100.00	\$30.00
Two (2) Weeks	\$150.00	\$150.00	\$60.00
Three (3) Weeks	\$200.00	\$200.00	\$90.00
One (1) Months	\$300.00	\$300.00	\$120.00
Three (3) Months *	\$600.00	\$600.00	\$240.00
Six (6) Months **	\$1200.00	\$1200.00	\$480.00
One (1) Year ***	\$2400.00	\$2400.00	\$960.00



Facility Signs And Community Electronic Signs	Third Party Advertising	Political Advertising	Not-for-Profit Advertising
One (1) Week	\$150.00	\$150.00	\$40.00
Two (2) Weeks	\$300.00	\$300.00	\$80.00
Three (3) Weeks	\$320.00	\$320.00	\$120.00
One (1) Months	\$390.00	\$390.00	\$160.00
Three (3) Months *	\$925.00	\$925.00	\$320.00
Six (6) Months **	\$1875.00	\$1875.00	\$640.00
One (1) Year ***	\$3000.00	\$3000.00	\$1200.00

1. Static Advertising will air for a runtime of 30 seconds.
2. Prices above do not include GST.

Schedule B: Video Advertisements

Facility Sign	Third Party Advertising/ Point of Sale Advertising	Political Advertising	Not-for-Profit Advertising
One (1) Week	\$100.00	\$100.00	\$25.00
Two (2) Weeks	\$150.00	\$150.00	\$50.00
Three (3) Weeks	\$200.00	\$200.00	\$75.00
One (1) Months	\$250.00	\$250.00	\$100.00
Three (3) Months *	\$400.00	N/A	\$200.00
Six (6) Months **	\$800.00	N/A	\$400.00
One (1) Year ***	\$1600.00	N/A	\$600.00

All Facility Sign	Third Party Advertising/ Point of Sale Advertising	Political Advertising	Not-for-Profit Advertising
One (1) Week	\$250.00	\$250.00	\$50.00
Two (2) Weeks	\$500.00	\$500.00	\$100.00
Three (3) Weeks	\$750.00	\$750.00	\$150.00
One (1) Months	\$1000.00	\$1000.00	\$200.00
Three (3) Months *	\$2000.00	\$2000.00	\$400.00
Six (6) Months **	\$3000.00	\$3000.00	\$800.00
One (1) Year ***	\$4000.00	\$4000.00	\$1600.00

1. Video Advertising is not recommended on Community Electronic Signs
2. Video Advertising will air for a runtime of up to 60 seconds.
3. Prices above do not include GST.