



City of Moriarty
LED Message Center – Posting Policies and Procedures

The City of Moriarty LED Message Center is intended for posting City-sponsored and other events occurring within the limits of the City of Moriarty, including events sponsored by non-profit organizations either based in the City of Moriarty or which have a local affiliate in the City of Moriarty. These policies state the intent, rules, regulations and procedures regarding the placement of messages on the LED Message Center.

Policies and Procedures:

1. Compliance and Enforcement. As to private parties and governmental units other than the City, only messages authorized by these policies may be displayed on the LED Message Center. The City of Moriarty Marketing and Communications Manager or designee is authorized and directed to enforce and administer the provisions of these policies. Any message that does not conform to the rules set herein shall not be approved for display on the LED Message Center. Denied applications may be appealed directly to the City of Moriarty City Council.
2. Permitted Displays. The following may be displayed on the LED Message Center, subject to the rules set herein:
 - Traffic control and traffic directional information authorized by the City or another governmental unit;
 - Messages placed by the City in furtherance of its governmental functions;
 - Messages related to the Moriarty/Edgewood School District;
 - Messages related to Moriarty City Community Service Organizations;
 - Messages regarding the public health and safety;
 - Messages regarding sports and activities for youth;
 - Messages regarding milestone achievements such as birthdays celebrating 80, 90, or 100 years or anniversaries of 50 years or more.
 - Messages regarding events sponsored by local non-profit organizations occurring within the limits of the City of Moriarty.
3. Private Parties and Non-Profit Organizations. Qualifying private parties may place a message on the LED Message Center subject to the rules stated above. Messages communicating events must not be primarily of a religious or political nature, must be open to all members of the public on substantially the same basis as members of the sponsoring organization, must not discriminate on any legally forbidden basis, and must be open to and suitable for persons of all ages. Event sponsors must qualify as non-profit and/or tax exempt under IRS rules.
4. Religious Organizations. Religious institutions and organizations shall not be permitted to place messages on the LED Message Center that promote the institution or organization or religious service, religious affairs, or religious messages. Religious institutions and organizations may place messages announcing charity events, fund-raising events, community service events and similar activities provided such messages comply with Section 2, above, and all events are of a non-religious secular nature and are open to all members of the general public.



5. Application. All requests must be submitted on the LED Message Center Request Form at least 30 days prior to the requested posting date. No information may be submitted by telephone. Messages posted by non-profits or private parties are subject to a posting and set up fee. The City reserves the right to: (1) determine whether the proposed message meets the requirements of these policies (2) deny any applicant for failure to meet the requirements of these policies; and (3) edit the proposed message for conciseness, clarity and conformity.
6. Miscellaneous. Requests are booked on a first come, first served basis and event's priority status. City messages are given first priority status; requests from qualifying private parties and non-profit organizations are given second priority status. In the event of a scheduling conflict between a City event and a request from a qualifying private party, placement will be granted to the City message first. Message requests from qualifying private parties may be bumped by a City event until the application from the qualifying private party is deemed complete including payment of the application fee.
7. Format. Artwork must be sent in the following format:
 - Sent as a jpeg, GIF, BMP – keep in mind also that they must be RGB color not CMYK.
 - Min of 200 DPI.
 - Any other info regarding art requirements must be reviewed for before posting.



City of Moriarty LED Message Center Request Form

Date: _____

Applicant Name: _____

Organization Name: _____

Address: _____ City: _____ Zip: _____

Phone: _____

Email: _____ Website: _____

Name of Event/Program/Service: _____

Data of Event/Program/Service: _____

Requested Posting Dates: _____

Brief Summary of Event/Program/Service _____

I, hereby grant permission to City of Moriarty to reproduce any portion of the photo images attached that have been taken by me _____ (Photographer's full name printed) for use on the LED message center.

Signed (photographer/agent): _____ Date: _____

Desired Graphic/Artwork/Flyer (please attach)

Business/Personal Advertising	Number of days _____ (\$20.00 per day)	Amount:
Initial Set Up Fee Graphics/Artwork	Beginning at \$150.00 _____ (subject to fee increase depending on request and difficulty)	Amount:
Set Up (Text Only)	\$30.00	Amount:
		Total Cost:

By signing this form, you confirm and acknowledge that you have reviewed the City of Moriarty LED Message Center Policies and Procedures. Applicants will be notified indicating approval, denial or modification submitted content. If you have any questions, please contact Marketing and Communications Manager at (505) 832-4406.

The City of Moriarty shall reserve the right to refuse any messages that do not meet requirements of policy and procedures.

Please bring in applications and event posting to: **City of Moriarty, 201 Broadway Street South, Moriarty, NM 87035**

Name, Title

Date

Official Use Only	
Approval:	Date:
Denial:	Date:
Reason:	