

Louis M. Fernandez  
Director of Recreation and Parks

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Town of Kent Recreation and Parks Dept.  
770 Route 52  
Kent Lakes, NY 10512

Email: recreation@townofkentny.gov  
Webpage: www.townofkentny.gov

## Billboard Advertising Specifications and Details

### Contract Length

- 1 year in duration.
- Contract start date will be April 1 and will run through March 31 of the following year.
  - At the end of the yearly contract billboards will be inspected by the Parks staff.
    - If a billboard is unsuitable for continued use the billboard owner will be notified and then the billboard will be taken down.
    - If a billboard becomes damaged during the year and is no longer usable the owner will be notified immediately.
    - It is suggested that billboards be inspected by their owners at least once per year.
- Renewal applications will be mailed out in January.
  - If a contract is not renewed by March 31 there will be no more than a 1 month grace period at the end of which the billboard will be removed and stored until the fee is paid or the sign is picked up.
  - Billboards not picked up by December 31 will be discarded.

### Billboard Specifications:

- Billboards must be designed and prepared professionally.
- Designs must be approved by the Director of Recreation and Parks
  - Billboard designs not approved prior to submittal for placement may be rejected if they do not meet the set specifications and standards.
- Billboards must be in good taste; lewd, off color and foul language or imagery is prohibited.
- Reference to tobacco, alcohol or illicit drug use/imagery is prohibited.

### Sign Material and preparation:

- Billboards must be made from an appropriate material that will withstand outdoor weather conditions and use. **Billboards may not be made from wood.**
- Billboards must be supplied with the necessary hardware and instructions for placement.

### Sign size:

	<u>Annual Fee:</u>
12 square feet (1,728 square inches) or less	\$100
12.1 square feet (1,729 square inches) to 18 square feet (2,592 square inches)	\$150
18.1 square feet (2,593 square inches) to 25 square feet (3,600 square inches)	\$200
25.1 square feet (3,601 square inches) to 32 square feet (4,608 square inches)	\$250

No billboard over 32 square feet (4,608 square inches) will be permitted.  
Billboards must maintain a 2 to 1 ratio (length x width or width x length) or better.

### Billboard Placement:

1. Edward Ryan Park – Field 1 (Dugout Field) – Outfield Fence
2. Edward Ryan Park – Field 2A/2B (Lower Fields) – Outfield Fence
3. Edward Ryan Park – Field 3 (Upper Field) – Outfield Fence

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## Billboard Advertising Contract

Date: \_\_\_\_\_

Company Name: \_\_\_\_\_ Phone #: \_\_\_\_\_

Address: \_\_\_\_\_ Fax #: \_\_\_\_\_

\_\_\_\_\_ Email: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Location Desired: \_\_\_\_\_ Field 1 \_\_\_\_\_ Field 2A/2B \_\_\_\_\_ Field 3

Please mark your primary choice with an X and your alternate choice with an A. Space will be given out on a first come first serve basis. If your first choice or alternate choice are unavailable you will be notified and given the option of a refund.

I agree to the terms and conditions set forth in the Billboard Advertising Specifications and Details \_\_\_\_\_

Billboard Designer: \_\_\_\_\_

Phone #: \_\_\_\_\_ Fax #: \_\_\_\_\_

### Office Use:

Is this a new advertiser? Yes \_\_\_\_\_ No \_\_\_\_\_ Is this a new billboard? Yes \_\_\_\_\_ No \_\_\_\_\_

### Billboard Size:

Rectangle or Square: height in inches: \_\_\_\_\_ x length in inches: \_\_\_\_\_ = \_\_\_\_\_ square inches

Circle: radius: \_\_\_\_\_ squared = \_\_\_\_\_ x 3.14 = \_\_\_\_\_ square inches

Other Shape: \_\_\_\_\_ = \_\_\_\_\_ square inches

Square Feet	12 or under	12.1 to 18	18.1 to 25	25.1 to 32
Square Inches	1728 or under	1729 to 2592	2593 to 3600	3601 to 4608
<b>Fee</b>	<b>\$100</b>	<b>\$150</b>	<b>\$200</b>	<b>\$250</b>

Fee: \$ \_\_\_\_\_ Payment: \_\_\_\_\_ Cash \_\_\_\_\_ Check \_\_\_\_\_ Check#: \_\_\_\_\_

Contract: April 1, \_\_\_\_\_ to March 31, \_\_\_\_\_ Billboard Design Approved: \_\_\_\_\_ Yes \_\_\_\_\_ No

\_\_\_\_\_, Director of Recreation and Parks Date: \_\_\_\_\_