

TOWN OF SLAVE LAKE

BYLAW #01-2023

FACILITY AND COMMUNITY DIGITAL SIGNS RATE 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 SLAVE 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 #19-2019.

That this Bylaw comes into effect upon the date of its Third and Final Reading.

READ A FIRST TIME THIS 10th DAY OF JANUARY 2023


MAYOR
CHIEF ADMINISTRATIVE OFFICER

READ A SECOND TIME THIS 10th DAY OF JANUARY 2023


MAYOR
CHIEF ADMINISTRATIVE OFFICER

READ A THIRD TIME THIS 10th DAY OF JANUARY 2023


MAYOR
CHIEF ADMINISTRATIVE OFFICER



Assumptions

- A month is considered 4 weeks, quarter is 3 months, biannual is 6 months, and annual is 12 months.
- Prices do not include GST or discounts.
- It will be the responsibility of the advertiser to ensure that their ad is the correct size. The Town of Slave Lake will not provide graphic design support or video editing services. Advertisements will be aired as is or declined if they are not submitted in the correct size or format.
- Videos will air for a maximum of 20 seconds.
- Video advertisements will not contain sound.

Schedule A: Static Advertisements

Community (Outdoor) Signs	Rate (Weekly)	Rate (Monthly)	Rate (Annual)
Third-Party / Business	\$95	\$380	\$4,560
Not-for-Profit	\$47.50	\$190	\$2,280
Facility (Indoor) Signs	Rate (Weekly)	Rate (Monthly)	Rate (Annual)
Third-Party / Business	\$45	\$180	\$2,160
Not-for-Profit	\$22.50	\$90	\$1,080
All Signs	Revised Proposed Rate Range (Weekly)	Revised Proposed Rate Range (Monthly)	Revised Proposed Rate Range (Annual)
Third-Party / Business	\$129	\$516	\$6,192
Not-for-Profit	\$64.50	\$258	\$3,096

Schedule B: Video Advertisements

**Community
(Outdoor)
Signs**

Rate (Weekly)

Rate (Monthly)

Rate (Annual)

Third-Party /
Business

\$149

\$596

\$7,152

Not-for-Profit

\$74.50

\$298

\$3,576

Discounting Scheme

To encourage longer advertising commitments the Town is offering a discounted rate based on commitment term. The following is the discount scheme based on length of commitment:

1. 10% off Quarter
2. 20% off Biannual
3. 30% off Annual