

The Village of Howard, Wisconsin

IN THE NAME AND BY THE AUTHORITY OF THE VILLAGE OF HOWARD, WISCONSIN

RESOLUTION #2010-35

“Establishing Advertising Fees for Village Publications”

- WHEREAS,** the Village recognizes that there are publications for programs, initiatives and events that cannot be adequately funded or by choice will not be funded through tax dollars alone; and
- WHEREAS,** the Village of Howard desires to establish appropriate fees for advertising services provided to individuals which would remove costs associated with Village publications from the general tax levy; and
- WHEREAS,** the Village also recognizes that private and corporate residents often want to support the Village and its programs, initiatives and events through advertising; and
- WHEREAS,** the Village of Howard desires advertising rules and regulations that adhere to laws and ethical standards; and
- WHEREAS,** the Village of Howard desires advertising fees that remain competitive with other print publications;

NOW THEREFORE, BE IT RESOLVED the Village Board of Trustees in Howard, Wisconsin does hereby adopt the Village of Howard Advertising Terms and Policies as described in Exhibit A of this resolution.

IN THE TESTIMONY WHEREOF, I have hereunto subscribed my name and caused the Great Seal for the Village of Howard, Wisconsin to be affixed. Done this 27th day of September, 2010.

Burt R. McIntyre, Village President

Attest:

Robert Bartelt, Village Administrator/Clerk

www.villageofhoward.com

Exhibit A

**Village of Howard
Advertising Terms & Policies**

Conditions & Contract Regulations:

- 1) Advertising opportunities are extended to any local, national or international business, non-profit agency and government agency that has or wishes to have a presence in the Village of Howard. Subject to Howard’s terms for accepting advertising, contracts will be accepted on a first-come, first-served basis.
- 2) The Village of Howard reserves the right to deny advertising to any organization whose mission or goal is in conflict with the Village’s mission, vision and core values.
- 3) The Village of Howard reserves the right to refuse any advertising from organizations or companies that offer competing programs or facilities.
- 4) Political advertising, sexually oriented advertising or advertising that relates to or promotes the use of alcohol or smoking will not be permitted.
- 5) The Village of Howard reserves the right to reject or omit any ad at any time without notice. The Village of Howard is not responsible for damages if an advertisement fails to be published for any reason.
- 6) The Village of Howard reserves the right to determine and/or change the placement of ads without notice.
- 7) Advertisers and advertising agencies are liable for all content of the advertisements and shall indemnify and save harmless the Village of Howard, without limitation against, for any and all claims made thereof against losses sustained by the Village of Howard, its Board members or employees.
- 8) The advertiser and its agency represent that they are fully authorized and licensed to use the names, portraits, pictures, copyrighted or trademarked materials or testimonials. The advertiser and its agency agree to indemnify and save harmless the Village of Howard against all loses, liability, damage and/or expenses arising from the copying, printing, or publishing of any advertisement.
- 9) No conditions printed or otherwise, appearing on contracts, orders, or copy instructions, which conflict with Village of Howard policies, will be binding on the Village of Howard.
- 10) The Village of Howard will not return any items submitted for advertising.
- 11) The Village Administrator reserves the right to revise the advertising rate schedule at any time.
- 12) Once publication is distributed, the advertiser will be issued an invoice according to the rate schedule for the specified publication, which must be submitted upon receipt.

Advertising Terms and Policies

This certifies that I have read, understood, and hereby accept the advertising terms and policies explained above.

Name(printed)	Signature	Date
Company Name	Street Address	Title
City, State and Zip code	E-mail	Phone Number
Program Guide Date	Advertising Description (Size & Location)	

2010 Advertising Rate Schedule

Back Cover Half Page	\$600
Inside Cover Half Page	\$450
Inside Cover Quarter Page	\$300
Inside Full Page	\$350
Inside Half Page	\$200
Inside Quarter Page	\$125
Inside Business Card	\$75

