

King Theatre – Ida Grove Foundation Inc.
Digital Signage Policy and Guidelines
February 6, 2019

General Statement

The King Theatre marquee is primarily a resource for the theater and the community of Ida Grove. The marquee promotes upcoming movies and information sponsored by the Ida Grove Foundation, Inc. Operating hours are from 5 am to 11 pm central standard time (CST).

Content Guidelines

The following are general guidelines for King Theatre marquee digital signage:

- To promote current and upcoming movies
- To promote current and upcoming events.
- Messages that invite public participation in programs must include all people in the community regardless of race, age, color, religion, creed, sex, sexual orientation, pregnancy and pregnancy related conditions, gender identity, national origin, ancestry, age, veteran status, and/or disability.
- Messages should not use copyrighted images or content without permission or license.
- Only the King Theatre's official logo should be used for theater messages.

Requests for messages by Nonprofit Organizations

- Nonprofit organization messages will be considered when entered through our website portal.
- Nonprofit organization messages will only be considered if we are asked to convey an event only, not to take a position on the event itself, i.e. take sides on an election.
- Advertising must NOT be offensive per the discretion of the Ida Grove Foundation, Inc. and its representing manager.
- Nonprofit organizations include, but are not limited to, the Kiwanis, Lion's Club, Chamber of Commerce, public schools, and other nonprofit entities.
- The Ida Grove Foundation, Inc. reserves the right to refuse requests for messages by nonprofit organizations.

Advertising For-profit Businesses

- For profit organization messages will be considered when entered through our website portal.
- For profit organization messages will only be considered if we are asked to convey an event only, not to take a position on the event itself.
- Advertising must NOT be offensive per the discretion of the Ida Grove Foundation, Inc. and its representing manager.
- Advertising costs are determined on a weekly basis, as well as how often the message runs per hour from 5 am to 11 pm, the operating hours of the marquee.
- The Ida Grove Foundation reserves the right to refuse advertising services to any business.

Requests for Personal Messages

- For personal messages (birthday, anniversaries, notes of congratulations, etc.) will be considered when entered through our website portal.
- Personal messages must NOT be offensive per the discretion of the Ida Grove Foundation, Inc. and its representing manager.
- Any message that could be considered to have a double-meaning, one that is acceptable and another that is potentially offensive (even if not intended) will be denied.
- Advertising costs are determine on a weekly basis, as well as how often the message runs per hour from 5 am to 11 pm, the operating hours of the marquee.
- The Ida Grove Foundation reserves the right to refuse personal messagings services to anyone.

Advertising and Personal Message Costs

- Advertising and Personal Messaging is available at one week increments.
- Cost is \$100 per week – once approved for Marquee exposure, payment must be secured before release.
- Advertising will run during normal marquee hours only: 5 am to 11 pm.
- Each spot is a 10 second-long impression. The number of impressions per day is dictated by the number of advertising spots currently in use. The fee is the same regardless of number of impressions.
- Marquee advertising is created by the theater manager who will charge a flat fee per ad which will be covered in the \$100 fee.

Requests for Posting Messages

King Theatre movie advertising is given top priority for posting on the marquee. All other advertising, for profit or nonprofit, is secondary in nature. Seven days is allowed for creation of all non-movie messages. Urgent, last-minute requests MAY be honored for a fee beyond the seven day deadline – but they also may NOT be honored depending upon the manager's schedule of events.