

City of Shueyville

Guidelines for Digital Signage Requests

The City has the exclusive right to program and control content on the digital sign located at 2902 120th Street NE. The City Clerk and/or Mayor are responsible for posting and determining prioritization of messages on the sign. The City reserves the right to refuse the posting of any event.

- Only one message will be scheduled per event.
- Content requests must be submitted NO LATER than two weeks prior to the event.
- Messages will be displayed no more than one month in advance of the event.
- To submit a request, please contact the City Clerk via telephone or email.
- Submission of event details does not guarantee placement of the message on the sign.
- Once the sign content is loaded to run, it will not be changed unless warranted by an emergency response situation or in the case of an event cancellation.

Events will be scheduled on a space-available basis, with the following prioritization:

1. Emergency information for the public.
2. City of Shueyville sponsored events or activities.
3. College Community School District notices or events.
4. Police or Fire Department notices, public service announcements or events.
5. Swisher Public Library events.
6. City of Shueyville business directory (available to businesses located in the City of Shueyville Commercial District C-1 or C-2, Industrial District I).
7. Community special announcements (ie, Citizen recognition) or Community events that are open to the general public (charitable fundraisers, etc).

The following uses are not permitted on the digital sign:

1. Commercial or private advertising.
2. The advertisement of private events not open to all members of the general public.
3. Private and/or congratulatory announcements such as “Happy Birthday” or “Congratulations”.
4. Advertisement of activities that are the subject of rentals of the Shueyville Community Center.