

## Town of Charlton Website Sponsorships

Advertise today on [www.townofcharlton.net](http://www.townofcharlton.net)

The Town of Charlton offers commercial sponsorships to businesses who wish to be seen on the Town's official website. Sponsorship funds are dedicated to improving the website, adding more interactive customer service features, and showcasing all that Charlton has to offer.

### Current Advertising Rates:

	3 months	6 months	12 months
Patriot	\$150	\$275	\$500
Hero	\$300	\$550	\$1,000
Champion	\$450	\$850	\$1,500
All-American	\$600	\$1,100	\$2,000

### Non-Profit Rates:

Non-profit 501(c)(3) organizations will receive an additional month for each package purchased.

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## TERMS AND CONDITIONS FOR SPONSORS

### Sponsorships

A municipal government website is available to anyone surfing the Internet. Government sites are unique. Visitors expect the site to offer specific, accurate information. With that in mind, the Town has a responsibility to insure that sponsorships are sensitive to a diverse customer audience.

### Specifications for Art Work & Responsibility for Sponsorships

The Town of Charlton's Webmaster, in conjunction with the Town Administrator's office, shall be responsible to insure that all specifications are met for the design, placement, updating and removal of all sponsor ads from the Website. The Sponsor is responsible for creation of ad for website unless otherwise contracted with the Town. Sponsor shall submit logo, graphics, and text in electronic format by means of e-mail to the Town's Webmaster for use. The sponsor also may give permission to the Webmaster to copy its advertisement from another website. Ads will not include animation unless agreed to by the sponsor and Town of Charlton.

### Payment, Special Charges, and Agency Commission

Website advertisements must be paid in advance. An ad will be placed on the website within three (3) business days of artwork approval by client. The ad will be available for approval within seven (7) business days from the date the contract is signed, paid, and received by the Town Administrator's office. Requests for custom artwork/photographs to be done by the Town outside of the above specifications will be billed at the rate of \$25 per hour. A 15% agency discount is offered to recognized Advertising Agencies only. There is no refund for

ads cancelled prior to the end of the contract term.

### **Space Availability & Placement**

The number of sponsorship(s) sold per web page shall be dictated by the size of the ad. Advertisements will not exceed the length of information on a page. Sponsors may request placement on a specific page; however, specific page placements cannot be guaranteed for the length of the contract. Requests will be honored based upon availability.

### **Acceptable Sponsorship Standards and Placement**

Acceptable sponsorships shall be appropriate to all regardless of age, sex, ethnic origin, gender, or other factors. Unacceptable sponsorships contain nudity/pornography, adult and/or hate language, tobacco, alcohol, or similar materials, and will be strictly prohibited. Because the purpose of the Town of Charlton's website is to provide information to the public regarding Town of Charlton services and structure, it is considered a non-public forum website. The Town of Charlton is making ad space available, for a fee, to raise funds for website improvement. As such, the Town of Charlton reserves the right to make space available to paid advertisers who meet sponsorship standards. The official Town of Charlton sponsorship policy is available for download on this website at [www.townofcharlton.net](http://www.townofcharlton.net).

### **Disclaimer**

The Town of Charlton does not warrant or make representations or endorsements as to the quality, content, accuracy, or completeness of the information, text, graphics, links, and other items contained on this server or any other server. Such materials have been compiled from a variety of sources, and are subject to change without notice from the Town of Charlton as a result of updates and corrections. Commercial use of the materials is prohibited without the written permission of the Town of Charlton. All service marks and trademarks mentioned herein are the property of their respective owners. Some of the links on Town of Charlton website may lead to resources outside the Town of Charlton municipal government. The presence of these links should not be construed as an endorsement by the Town of Charlton of these sites or their content. The Town of Charlton is not responsible for the content of any such external link. Communications made through e-mail and messaging systems shall in no way be deemed to constitute legal notice to the Town of Charlton or any of its agencies, officers, employees, agents, or representatives, with respect to any existing or potential claim or cause of action against the Town or any of its agencies, officers, employees, agents, or representatives, where notice to the Town is required by any federal, state or local laws, rules, or regulations.

As voted at March 15, 2011 Board of Selectmen's Meeting