

	Town of Plymouth Policy on Town Website Advertisements
Effective Date	July 19, 2012
Expiration Date	None
Last Date Revised	July 19, 2012
Town Manager	Approved July 31, 2012
Selectmen Vote	July 31, 2012

INTENT

The intent of this Policy is to establish a proper procedure for placing advertisement on the Town's website and charging for that service. The purpose of this policy and its related logistics and guidelines is to define the conditions upon which commercial messages and advertisements may be placed on the town's Website, and to establish definitive guidelines for the acceptance of such advertisements. It is the intent of the Town of Plymouth to preserve its full rights and discretion to restrict access to the town's website and to reject or refuse placement or require removal of any or all commercial messages or advertisements. All funds received for website advertising shall be placed in the General Fund and the advertisement approval, billing, and monitoring process will through the Information Technology Department.

POLICY LOGISTICS for Website Advertisements

- Each ad will be placed at the beginning of the month, by the first day of the month.
- Advertisers must submit a JPG formatted to 175x175 pixels one week prior to the first day of the month.
- The JPG will be configured to link to a website if desired.
- The town retains sole discretion to refuse any advertisement
- Companies must prepay when they submit their JPG through a check or money order made payable to the Town of Plymouth.

POLICY GUIDELINES for Website Advertisements

It shall be the policy of the Town of Plymouth to allow paid commercial advertising on its website. It is the belief of the Town of Plymouth that commercial messages and/or advertisements are not public forums of any nature and that all advertising shall be commercial in nature. All corporate support or activity must be consistent with the Town of Plymouth's policies prohibiting discrimination on the basis of race, color, national origin, religion, sex, handicap, age or sexual orientation. Placement of commercial advertisements on the town's website shall require specific authorization by the Board of Selectmen and/or Town Manager. Commercial advertisements may be authorized and accepted only under the following guidelines. These guidelines are subject to change upon a vote of the Board of Selectmen:

- a. No promotion of, or reference to, the sale or consumption of alcoholic or cereal malt beverages in name, likeness or implication or the promotion of establishments that are licensed for and primarily sell alcoholic or cereal malt beverages, including bars; provided, however, that restaurants or other food service establishments and hotels or other places of lodging may be

- authorized when the commercial message or advertisement promotes only the food service or lodging;
- b. No promotion of, or reference to, the sale or consumption of tobacco products or depiction of the use of tobacco products in any manner;
 - c. No reference to, or commentary, advocacy or promotion of issues, candidates, campaigns or organizations of a social, political, religious or rhetorical nature;
 - d. No promotion of, or reference to, gambling, pari-mutuel betting, lotteries, or games of chance whether by name, likeness or implication or promotion of or reference to providing such services or activities of a related or similar nature;
 - e. No depiction in any form of nudity or semi-nudity, profanity, obscenity or lewdness or characterization that suggest, depict or promote any such element, or promotion of or reference to any sexually-oriented products, activities or materials such as massage parlors, escort services or establishments featuring X-rated or pornographic movies, contraceptive products or hygiene products of an intimate personal nature or advertising that is unlawful, or contains explicit messages or graphic representations pertaining to sexual content or contain offensive levels of sexual overtone, innuendo or double entendre;
 - f. No promotion in any form of or reference to illegal drugs, illegal drug use or illegal drug materials; or characterizations that suggest or depict the promotion or glorification of such products, activities or materials;
 - g. No promotion of or reference to the use or sale of firearms, explosives or other weapons; or the depiction, suggestion or glorification of violence or acts of a violent nature;
 - h. No use of words, foul or offensive language, representations or descriptive material of any kind having more than one meaning or connotation, one of which would otherwise be prohibited under this Policy;
 - i. No inclusion of materials, depictions, promotions or offerings that are the type prohibited by or by their nature would violate any postal restrictions or regulations or any federal, state or local law, rule or regulation;
 - j. No advertisements that describe or depict criminal activity in any way;
 - k. No advertisements that Attack or demean any ethnic, racial, or religious group;
 - l. No inclusion of any claims that in the judgment of the authorized representative of the Board of Selectmen constitutes false, exaggerated or misleading or libelous claims, or that contains offensive or otherwise improper comparisons with other products or their makers; and
 - m. No advertisements by political candidates for public office or advertisements concerning ballot issues;

To protect the integrity of the Town of Plymouth and to ensure a proper measure of uniformity, durability and quality, prior to any acceptance or placement of commercial messages or advertisements, including all advertising copy or content, must be submitted to the Board of Selectmen for approval, unless unique circumstances exist as determined by the Town Manager. If that is the case, the Town Manager may approve an advertisement.

AMENDMENTS TO POLICY

The Board of Selectmen reserves the right to amend this policy from time to time and no current advertisements already paid for by the Company/Organization shall serve to

restrict or prevent the Board of Selectmen from making any such subsequent amendments.

Website Prices for FY13:

Six Months = \$500

Twelve Months = \$1,000