



## BILLBOARD POLICY & PROCEDURES

EFFECTIVE AUG. 2017

The Sauk Prairie Area Chamber of Commerce owns a lighted billboard located on Route 12 going East from Baraboo traveling into Prairie du Sac before the Kindschi Farm. Approximately 15,000 – 18,000 cars travel this stretch of highway each day. The billboard dimensions are 8' x 18.9'. In an effort to provide additional marketing opportunities for our members, we are offering a reduced rental rate to Chamber members only.

*Please see details below:*

- Chamber members may elect to rent the Chamber billboard for a thirty (30) day period.
- Available months are posted in the fall of the previous year, and the chamber reserves the rights to advertise for community events, as well as decline advertising opportunity to any organization.
- Community events are described as large festival type events that are marketed throughout the greater Wisconsin/Illinois/Iowa region, allowing the event to draw visitors from a large geographical area, consistent with the goals of tourism promotion and tourism development as defined by S66.0615(1)(fm), Wis.Stat.
- Rental Cost is \$400 per month
- Vinyl Print Cost is \$375.00
- Vinyl Install Cost is \$250.00
- Total Monthly Fee: \$1,025 (payable to Sauk Prairie Area Chamber of Commerce)
- Artwork is provided by the company renting the billboard and should be provided 45 – 60 days ahead of time. Artwork should be emailed to [spacc@saukprairie.com](mailto:spacc@saukprairie.com) in an EPS or JPEG format.
- Artwork can be completed through consultation with the chamber utilizing the chamber's graphic designer.

If you are interested in renting the Chamber billboard, please contact the Chamber office at 608.643.4168 or email [spacc@saukprairie.com](mailto:spacc@saukprairie.com). The billboard will be made available on a first come/first serve basis.