

BOARD POLICY	
SUBJECT	Advertising at the McReynolds Athletic Complex
POLICY NUMBER	BP12-24
ORIGINAL EFFECTIVE DATE	July 26, 2012
REVISION DATE	October 5, 2015
HISTORICAL REFERENCE	

Purpose:

To provide opportunities for business and organizations to advertise at the McReynolds Athletic Complex

Procedure:

1. The County of York advertising policy for McReynolds Athletic Complex limits paid advertising to consumer goods and services and expressly prohibits all political, religious, sexually oriented, or advocacy advertisements, or advertisements that relate to alcohol, tobacco, or firearms products.
2. All applications will be reviewed by the Recreation Manager or their designee. If the application is approved the appropriate fees will be due before the sign will be created. York County reserves the right to reject any advertising applications for any reason.
3. Advertising will be limited to a 2' 4" X 6' vinyl sign panel which will be attached to outfield or sideline fencing or 4' X 12' plastic sign panel mounted under scoreboard. Signs will be one-sided and all signage shall face the playing field.
4. Signs will be created and installed by the County. The sign location shall be at the sole discretion of the County.
5. Contents of the sign shall be limited to the business or organization's name, logo and contact information only (address, phone number, web address.)
6. All ads must be submitted in camera ready pdf format of 600 dpi or greater.
7. The contract period will be annually March 1, or from when sign installed, through November 15.
8. Signs are the property of the respective businesses and organizations and if damaged will be replaced only once per contract period for a replacement fee cost. After November 15 the signs will be removed and may be picked up by the business or organization.
9. Once a business is notified of the need to replace a damaged sign they will have a period of two weeks to respond. If no response is received the damaged sign will be removed. Any sign that presents a threat to public safety will be removed immediately.

Charges: Advertising fees are established as follows:

Scoreboard	Fencing	
\$1,000.00	\$500.00	For initial contract period (March 1 to November 15); no prorated fees
\$750.00	\$300.00	For subsequent years using same sign
\$300.00	\$150.00	For replacement of original sign if damaged or in poor condition

Application:

A "McReynolds Athletic Complex Advertising Application" form must be submitted in order for a request to receive consideration for approval. Individuals completing this form must have the authority to represent the requesting business or organization.

The application for advertising must be filled out completely and include the proposed sign; failure to fill out the form completely will delay the County's response to the request. Submission of a completed application form does not guarantee approval of the request.