
CHAPTER TSA 1

Town Sign Advertising Policy

1. The procedural requirements in this Policy are intended to guide the Municipality with the displaying of advertising on Town sign(s).
2. In this policy, unless the context otherwise requires,
 - (i) "Sign" means any sign, electronic or otherwise, owned and operated by the Town of Montague.
 - (ii) "Advertising" means any wording placed on Town sign(s) announcing events, happening or occasions.
 - (iii) "Non-profit" means an organization or group which is not conducted or maintained for the purpose of making a profit and whose Board Members do not derive financial gain or compensation from the organization or group.
3. It shall be the policy of the Town of Montague that the Town sign shall only advertise events, happening or occasions in the following priority and for the following organizations and/or groups:
 - (i) The Town of Montague;
 - (ii) Subsidiary organizations owned by the Town of Montague;
 - (iii) Non-profit organizations based within the Town of Montague;
 - (iv) Non-profit organizations based outside the Town of Montague and which are financially supported by the Town.
4. As much as possible, consideration will be giving to those reserving advertising in advance.
5. The Town of Montague reserves the right to make all decisions on advertising.

Enacted: Aug. 10 / 15

Mayor: Richard A. Collins
Richard A. Collins

CAO: Andrew Daggett
Andrew Daggett