



## City of Waukesha Community Development Department

### Downtown Kiosk Advertising Policy

#### I. Purpose

The purpose of this policy is to establish procedures to sell advertising space on the four (4) downtown kiosks. The kiosks are located by the Five Points, Clock Tower, Riverfront Street, and the corner of Broadway and Barstow (a map is included on page 3.). The revenue generated will be used to market the downtown, provide maintenance and potential replacement of the kiosks, and financially support City sponsored downtown special events.

#### II. Definitions

Advertising: Promotion of a business, entity, or event on the face of the kiosk.

Kiosk Advertising Space: Advertisement images will remain on the screen for approximately 10 seconds per image. Advertisements will typically be seen 1-2 times per minute.

Kiosk: The kiosk is 3' wide by 10' tall. Downtown businesses and locations will be displayed on the kiosks, which will help visitors find the establishments they are looking for.

#### III. Process

##### 1. Application/Eligibility

Applicants for kiosk advertising space must submit a completed application and pay appropriate fees to the City of Waukesha Community Development Department. Upon review and approval of the application, the applicant will be provided timeline details and a payment receipt.

Applicants must provide a 1920 x 1080px jpg or png for the kiosk square. The submitted graphic must include the word "Ad" or "Advertisement" clearly and legibly in no less than a 10 point size font. Graphics shall be reviewed by the City of Waukesha to verify compliance with this policy prior to placement.

Advertising fees will be approved by the City of Waukesha Community Development Department.

Advertising submitted for approval must relate solely to economic interests, solely to profit-generating activities, or propose a commercial transaction; non-commercial advertising is not permitted. Other types of advertising that are not permitted include:

- Advertising of tobacco, electronic cigarettes, marijuana or other controlled substances, firearms, weapons, escort services, gambling, pornography, other 'adult entertainment' as set forth in Wauk. Mun. Ord. §9.195(1), or advertising that contains photographs, drawings, or other images relating to such sale, use of products, or services.
- Advertising where the mode of expression, independent of viewpoint, is unlawful, obscene, profane, lewd, or contains explicit messages or graphic representations pertaining to sexual contact.
- Advertising that contains text, copy, photographs, pictures, drawings, images, or concepts that denigrate, demean, or disparage any individual or groups of individuals based on race, color, ethnicity, national origin, ancestry, gender, age, disability, or sexual orientation.
- Advertising that is false, misleading, or deceptive.
- Advertising that is libelous or infringes on any copyright, trade or service mark.
- Advertising that implies or declares endorsement by the City of any goods, products, or services.
- Advertising that promotes or relates to any unlawful/illegal goods, products, or services.

## 2. Kiosks

The kiosks are operating year-round. The advertising fee includes the display of the business, logo, and wording approved by the City of Waukesha and the applicant. The advertisements will be rotated periodically throughout the day based on the number of advertisements that are active. Kiosk advertisement agreements may be for one week, one month, two months, and special events. The kiosk runs continuously for 24 hours a day.

### 3. Exceptions

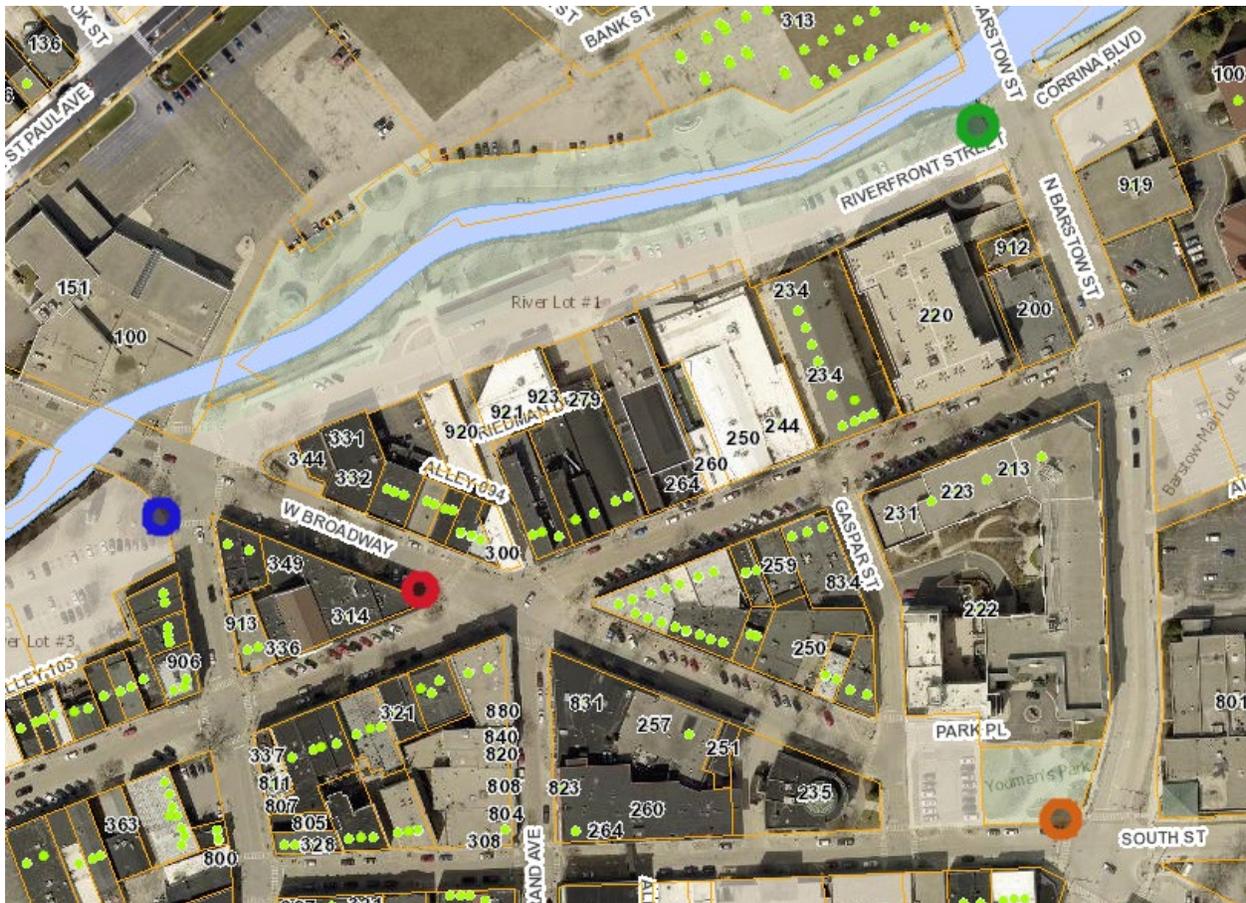
Sponsors: The City of Waukesha reserves the right to offer a reduced-cost or complementary advertisement as a benefit to City of Waukesha donors and event sponsors.

### 4. Kiosk Locations

Kiosks are set up at the following locations:

- A) The Five Points, next to the Clark Hotel and Travieso Restaurant. (Red)
- B) The corner of Riverfront Street and N. Barstow Street. (Green)
- C) The Clocktower parking lot on the corner of Clinton Street, Madison Street, and W Broadway. (Blue)
- D) Youman's Park on the corner of South Street and N. Barstow Street. (Orange)

Map of downtown Kiosk Locations



# 5. Photos of Kiosks



**1920x1080 Advertising Area**

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