



CITY OF LAKE CITY

Lake City LED Signage Advertising Rates

Package	Ad Duration	Price
1 Day	15 seconds	\$25
7 Days	15 seconds	\$75
1 Month	15 seconds	\$125

Signage Policies:

- All ads will be displayed at Theatre Park, Public Information Office, and Lake City Judicial Center. Messages and advertisements loop continuously 24/7.
- The dimensions for ads must be **252 px x 108 px** (Theatre Park) and **1920 px x 1080 px** (Public Information Office and Lake City Judicial Center).
- Ads containing the following will not be accepted:
 - Vulgar and profane language
 - Inappropriate and graphic visuals
 - Promotion of political candidates or political issues
 - Content that promotes hate speech, discrimination, or intolerance based on race, ethnicity, religion, gender, sexual orientation, disability, or other protected characteristics
 - Content promoting illegal activities or products, such as drugs, firearms, counterfeit goods, or services that violate local laws or regulations
 - False or misleading claims about products, services, or businesses. This includes deceptive advertising practices, false testimonials, or misleading comparisons with competitors
 - Personal attacks, harassment, or bullying directed at individuals or groups
 - Intellectual property rights of others, including copyright, trademark, or other proprietary rights
 - Spam
 - Incorrect ad dimensions
- The City of Lake City reserves the right to reject any advertisement submitted that does not follow the LED Signage policies.