

Cave Spring Park - Advertising Intake

Facts: The Corner of Blue Ridge Blvd and Gregory Blvd has between 12,000 to 16,000 vehicles pass through it daily and 5 million a year. Over 45% of the people in those cars spend some time at that intersection: An average of 27 seconds is spent per stopped car in direct sight of the sign.

We are at this time running the sign with a 3 minute cycle.
1 Minute will be reserved for Park Announcements and General Information.
The remaining 2 minutes will be available for advertising.

The Ad's will be distributed throughout the announcements.

Thus: We have (2) two minutes of available time per cycle for advertising.
This means each complete cycle of all announcements and advertisements will run 20 times an hour.

We will accept only 1 ad per industry at a time. Ex: 1 Lawyer, 1 Grocery Store, etc.

We offer our sign to the following groups:

1. Locally Owned Businesses.
2. Community Groups that work with Children, Disabled or Elderly.
3. Community Service Announcements.

We reserve the right to request service at the park in place of Cash donation

All Ad's will be verified via email, website or phone number before listed on the board to confirm they are legitimate.

As we are affiliated with the Jackson County Parks System we cannot accept Political or Religious Ads, nor can we accept slogans for any movements or other causes.

Ads cannot defame or in any way be negative.

Ads must not contain any vulgarities or street slang.

We reserve the right to decline or remove any ad or message that we feel is not in accordance with the ideas the park or its board represents or reflects badly upon the park.

ALL AD'S ARE TAX DEDUCTIBLE DONATIONS TO A 501(c)3 and we will provide letters for Tax purposes if requested.

ALL AD'S GO DIRECTLY TO SUPPORT, KEEP OPEN AND IMPROVE CAVE SPRING PARK.

ALL PATRONS OF THE PARK RECEIVE A 25% DISCOUNT TO ANY DISPLAYS ON THE SIGN.

For More Information call: 816-844-2745

Name of Contact Person & Company/ORG Name if any.

Phone Number of Contact Person

Email of Contact Person

Website of organization or company if any.

Type of Ad

- Local Commercial Business
- National Commercial Business
- Local Community Service/Event
- One time event announcement
- Personal Announcement or Ad
- Help Wanted Ad
- Other (If Other please explain in Note Section below)

When would you want your ad to start. (mm//dd/yy)

When would you want your ad to end. (mm//dd/yy)

All ads to be placed the following week must be submitted and paid for by 5:00pm on the previous Wednesday. All new ad cycles start on Sundays and end Saturday at Midnight. We require 3 days to set up all ads. A rush fee of \$20 is charged for any quicker set up times. It is usually advisable to set your ad to start the following a week if you are placing this after Wednesday 5pm.

What do you want your ad to say. Each Row on our sign will hold between 8 to 17 characters per display. The fewer the characters the clearer your message will be. You may break a purchased ad up into segments. Ex: You can buy a 9 second ad and have three screens each 3 seconds long or one 3 second and 1 six second segment. Each Segment must be a minimum of 3 seconds for the sign to display it and be readable.

We Recommend for best result: (9 Second Ad in 3 parts: NAME..... INDUSTRY/SERVICE-CONTACT INFO.)

Pricing: Select the Plan that applies:

Standard: 6 sec of ad time per cycle. - This gives time for your ad to be read easily.

Premium: 9 Seconds of ad time per cycle. This makes your ad stand out.

Blitz: Your ad runs for 6 Seconds per cycle but is every 3rd ad or announcement.

You may purchase multiple packages for the same ad.
We offer steep discounts for long term ads.

Purchase 3 weeks in advance in any plan and get the 4th week free!

All Facility Rentals come with a Free Standard Community Announcement for 1 week.

Community Announcement: Standard \$10/week

Community Announcement: Premium \$20/week

Local Business Advert: Standard: \$20/week

Local Business Advert: Premium: \$40/week.

Local Business Advert: Blitz: \$100/week.

Help Wanted Advert: Standard: \$10/week

Help Wanted Advert: Premium: \$15/week

Personal Announcement: Standard: \$15/week

Personal Announcement: Premium \$20/week

Custom Package.

Note Section: Please let us know if there is anything else that you want to know or that we need to know.

Please save this after you are done and send this attached to ad@cavespring.org

We accept Checks & Cash. Make all checks payable to : Cave Spring Association

We will contact you within 24 hours of receiving this. If we do not please call us at 816-844-2745.

Remember: The key to successful advertising in repetition. Your customers might not need you today but when they do, the key is for them to know how to find you and not the competition.