



Message Center Usage Policy

Revised 4-2023

This policy is to outline the appropriate uses of the *Citizens Bank Minnesota* Message Center. The purpose of the message center is to promote city and community events and activities, as well as *Citizens*.

MESSAGES AND SUBMITTAL:

For sign consideration, all events/promotions must be submitted the following ways:

1. Chamber Members

- a. Call the Chamber office at 507-233-4300, invoice will follow
- b. Email: chamber@newulm.com, invoice will follow
- c. Submit in-person at the Chamber office with payment upon submittal
- d. Call *Citizens* at 507-354-3165, Marketing Department, invoice will follow
- e. Submit in-person at *Citizens*, Marketing Department, New Ulm location, payment upon submittal

2. Non-Chamber Members

- a. Submit in-person at the Chamber office with payment upon submittal
- b. Submit in-person at *Citizens*, Marketing Department, New Ulm location, payment upon submittal

Events that meet our criteria will be published to the sign one week prior to the event and will run until the last day of the event.

TYPES OF MESSAGES:

The following message types are prohibited: messages from businesses in direct competition with the bank and/or insurance agency, meeting notifications from various community support groups, political campaign messages, religious messages, messages pertaining to illegal activities and any message containing profanity or offensive language. However, subject to conditions of approval, religious institutions and organizations may place messages announcing charity events, fund raising events, community service events and similar activities providing that all events are of a non-religious nature and are open to all members of the general public.

Messages are limited due to the size of the sign. Information will include event name, date, time, and place. Graphics (i.e. logo) may be attached and used upon staff's discretion. The number of messages which appear in any given time period is limited. Messages will be in full color.

Messages must be of broad community interest. *Citizens* and/or the Chamber of Commerce reserve the right to deny any messages.

Job postings for businesses not in direct competition with the bank and/or insurance agency will run for one full week.

MESSAGES CENTER CHARGES:

All payments should be made with cash or check made to New Ulm Area Chamber of Commerce. Credit card payments will incur a 4% fee.

Businesses:

- \$45 Chamber Members
- \$75 Non-members

Nonprofits:

- \$25 Chamber Members
- \$45 Non-members

Personal congratulatory messages (birthday, anniversary, etc.) will be charged \$50 and will run for one full day.