

ADVERTISE AT THE
ALBERT LEA ICE ARENA

AGREEMENT FORM



CONTACT INFORMATION

ORGANIZATION NAME: _____

CONTACT PERSON: _____

ADDRESS: _____

CITY: _____

ZIP: _____

EMAIL: _____

PHONE: _____

CELL: _____

ADVERTISING OPTIONS - CIRCLE DESIRED SELECTIONS

Advertising Packages

BOARD PACKAGE

\$1,000/YEAR PER BOARD

SIGN COST INCLUDED

INCLUDES BOARD ON BOTH RINKS

3 Year Terms

ARENA BANNER -1 YEAR TERM

STAYS UP ALL YEAR, HIGHER END WALL

PLACEMENT \$1200/YEAR-QUANTITIES LIMITED

ZAMBONI WRAP

PER ZAMBONI QUANTITIES LIMITED

\$5,000 PER YEAR 5 YEAR CONTRACT

TERM BEGINS ON DATE OF INSTALLATION PER GUIDELINES & STANDARDS / DESIGN INCLUDED

TECHNICAL REQUIREMENTS

Ads must be sized according to the specifications outlined above and in Guidelines & Standards. Materials, content, and production must be approved by THE CITY OF ALBERT LEA/Albert Lea Hockey Association (ALHA). ALHA does not accept responsibility for photograph reproduction errors or copyright infringement. Advertiser is responsible for reviewing the content and quality of photos appearing in your ad. Artwork must be submitted electronically to: dbarr@producestatebank.com

GUIDELINES & PLACEMENT

- ALHA and the City of Albert Lea reserve the right to refuse any ad that is deemed of unacceptable quality, unsuitable, inappropriate, or of incorrect size.
- Ad placement is at the discretion of ALHA. ALHA/City of Albert Lea reserves the absolute right to refuse any ad it deems to contain inappropriate or offensive material. Ads containing registration forms, sponsorship names and/or coupons, or contain competing products or services will not be accepted. Ads will be deemed correct and printed as submitted. Ads are not proofread for spelling, grammar, or punctuation.

CONFIRMATION & PAYMENT

- A completed Advertisement Agreement Form must be submitted, along with payment and final artwork to secure advertising space.
- Payment is non-refundable.
- Production of average complexity graphics is included in advertising fee. If design is overly complex, it may require an additional fee (we will do our best to accommodate your design and communicate any issues).

Note: Ads become the property of ALHA. ALHA does not maintain ads on file for future placement; please retain a copy of the artwork for your records.

PAYMENT INFORMATION

Signature: _____

Date: _____ Total Payable: _____

Credit card and checks accepted. Please make checks payable to: Albert Lea Hockey Association

INVOICES WILL BE EMAILED TO BE PAID VIA SQUARE

Invoice Email : _____

Contact Person: _____



ADVERTISING GUIDELINES & STANDARDS



ADVERTISER RESPONSIBILITIES

1. For Production Included items (Scoreboards, Dasher Boards, Banners), advertiser must submit to ALHA for approval via email a high quality/resolution digital image of proposed advertisement. Acceptable file formats are PDF, EPS or JPG at a minimum of 300dpi. Submit to:

ALHA- ADVERTISING
kim@churchoffsetprinting.com

All artwork is communicated/created by Church
Offset Printing or Southern Minnesota Branding
in Albert Lea, MN

2. Ensure that the advertisement shall be in accordance with ALHA/City of Albert Lea Advertising Standards Policy (below). It shall be the right of ALHA/City of Albert Lea, at any time, to remove any advertising which in the sole opinion of ALHA/City of Albert Lea, is not considered appropriate.
3. Upon approval from ALHA/City of Albert Lea, of your proposed advertisement, ALHA/City of Albert Lea, will submit your advertisement with your desired output to Southern Minnesota Branding. You must be willing to work directly with our vendor.
4. You will receive a proof that must be approved prior to production and approved by the City of Albert Lea.
5. Advertiser must submit payment at time of reservation. The ad space rental period shall commence on the date of installation for a one year period unless otherwise agreed to in writing. However, in the event ad proof is not timely reviewed, the rental of the ad space shall automatically commence exactly 30 days after the payment of the reservation date.
6. ALHA/City of Albert Lea, reserves the right to extend the placement date of prepaid ads at its own discretion.
7. Advertisers will be offered first opportunity for renewals of existing ad location(s).
8. If your ad is overly complex, it may result in additional fees.
9. Zamboni Wrap is subject to approval by the City of Albert Lea. The City of Albert Lea has the right to terminate the contract at any point throughout the life of the contract and will reimburse the advertiser for any expenses which have been prepaid.

ALBERT LEA ASSOCIATION ADVERTISING STANDARDS POLICY

In determining the acceptance of advertising within its facilities, ALHA/City of Albert Lea reserves the absolute right to approve/refuse any advertisement. Specifically, but not limited to:

1. ALHA/City of Albert Lea will not accept advertising of questionable taste or which, in its sole discretion, is considered offensive or irritating in its style, content, or method of presentation.
2. Advertising must be free from offensive references involving racial, religious, or political matters.
3. ALHA/City of Albert Lea reserves the right to refuse any ad that offers competing products or services as those offered at ALHA/City of Albert Lea in their sole discretion.
4. Tobacco and alcohol advertising is not permitted.
5. ALHA/City of Albert Lea will provide one courtesy mid-year replacement per dasher board per year if advertiser pays for artwork and design themselves. Should an advertisement, in the judgment of ALHA/City of Albert Lea need to be replaced due to tearing or other deteriorating quality beyond the mid-year replacement, or should the advertiser wish to change the layout of the advertisement during this contract, it will be at the expense of the advertiser.
6. ALHA/City of Albert Lea has the authority under this contract to remove an advertisement if it begins to tear or deteriorate in quality, or if in the view of ALHA/City of Albert Lea the advertisement becomes derogatory, offensive, or associated with a business or person within the business that is convicted or charged with a crime against a minor.
All sales are final and no refund will be given unless they City of Albert Lea is required to terminate the contract for any Zamboni Wrapping.
7. In the event of facility closure due to events outside City of Albert Lea's control, the advertising term shall be extended by an amount equal to the closure and advertiser shall receive the full term anticipated.

