



ADVERTISING ORDER FORM

Please print your company name and information exactly as you want it to appear in your advertisement:

Company Name:	Contact Name:
Phone:	Fax:
Address:	City/State/Zip:
Website Address:	Email:

Do you want your ad to link somewhere if clicked? (Facebook page, website, landing page, etc.)

☐ YES ☐ NO

If yes, please write the entire link here as shown in your search bar:

Do you have your own ad graphic (art) OR will you need your ad designed for you?

- ☐ I have my own ad graphic (art). (Ensure it fits the parameters of the size you choose, and follows the City of Bald Knob Advertising Regulations. Please email your ad to marketing@blayedmedia.com)
- ☐ I will need my ad designed. (+\$20 Fee | Please Fill Out Blayed Media Ad Design Form)

PLEASE CHOOSE <u>ONE</u> ADVERTISING PLAN
Community Spotlight <ul style="list-style-type: none">• Home Page Slideshow (primary banner area) + Facebook Page Post Once Weekly <p><input type="checkbox"/> 2 Week Duration - \$125 <input type="checkbox"/> 1 Month Duration - \$200 (Save \$50) <input type="checkbox"/> 1 Quarter - \$500 (Save \$100)</p>
Neighborhood Feature <ul style="list-style-type: none">• Smaller Slideshow Ads on Secondary Pages (News & Updates, Weather & Safety, About, etc.) + Facebook Page Post Once Weekly <p><input type="checkbox"/> 2 Week Duration - \$80 <input type="checkbox"/> 1 Month Duration - \$125 (Save \$35) <input type="checkbox"/> 1 Quarter - \$325 (Save \$50)</p>
Spotlight Story <ul style="list-style-type: none">• Appears once as a standalone article in News & Updates + Facebook Page Post One-Time <p><input type="checkbox"/> One-Time, Permanent Article - \$150</p>
Local Shoutout <ul style="list-style-type: none">• Appears once in the next published article on www.CityOfBaldKnob.com + Facebook Page Post One-Time <p><input type="checkbox"/> One-Time, Permanent Ad - \$75</p>

By submitting this form and payment, you acknowledge and agree to the following terms: Advertising order forms must be submitted with full payment (cash or check) to Shiloh Brown, City Clerk/Treasurer. Ads publish each Monday following approval. Written design approval must be received by email prior to publication. Ads without written approval will not be published. If no response or approval is received within two (2) weeks, the ad will be canceled. A 50% refund may be issued only upon in-person request made within two (2) weeks of cancellation. Refunds will not be issued after that time. No order forms will be accepted without payment. By signing below, you acknowledge that you are fully responsible for reviewing and approving your ad before publication. The City of Bald Knob and Blayed Media are not liable for ad performance, audience response, or effectiveness once published. By signing below, you confirm your understanding and acceptance of this policy.

SIGN YOUR NAME

DATE

ADVERTISING POLICY & CONTENT GUIDELINES

To ensure all advertising displayed on CityOfBaldKnob.com and the City of Bald Knob's official social media pages maintains a professional, family-friendly, and community-centered standard, all participants must adhere to the following policy and content guidelines.

These regulations apply to all advertisements—both provided by the advertisee or by Blayed Media on the advertisee's behalf.

1. General Advertising Standards

All advertisements must reflect positively on the City of Bald Knob and its community values. Ads should be appropriate for all audiences and comply with applicable local, state, and federal laws.

Advertisements may be rejected, removed, or modified at the City's discretion if they violate these guidelines or are deemed inconsistent with the City's standards of public presentation.

2. Prohibited Content

The following content is strictly prohibited in all advertisements:

- Obscene, explicit, or sexually suggestive material of any kind.
- References to or imagery involving alcohol, tobacco, vaping, or drugs, including paraphernalia.
- Violent, profane, or threatening language or imagery.
- False, misleading, or deceptive claims about products, services, or affiliations.
- Defamatory or discriminatory content targeting individuals or groups based on race, gender, religion, sexual orientation, nationality, or other protected classifications.
- Third-party copyrighted materials or logos used without permission.
- References to illegal activity or any material that promotes unsafe or unlawful behavior.

3. Design & Format Requirements

To maintain consistency and visual quality across the City's platforms:

- All ads must fit the City's pre-defined size and placement templates (dependent on the plan chosen and paid for).
- Submitted ads must be in .PNG or .JPG format and be a minimum resolution of 150 DPI.
- Text must remain legible on all screen sizes; the City reserves the right to request revisions for readability.

If a business does not have an ad that meets these standards, Blayed Media can design one for a discounted rate of \$20, ensuring compliance with City guidelines.

4. Review, Duration & Revisions

- All ad submissions are reviewed prior to publication.
- Ads publish on Mondays following approval, and start a duration based on the selected plan.
- Modifications to approved ads must be resubmitted for review prior to publication by 3 business days. Requested modifications after approval may delay publication. Post publication, modifications may not occur.

5. Accountability

By submitting advertising forms and payment, the advertiser acknowledges they have read, understood, and agree to follow these regulations. Advertisers also acknowledge that the City of Bald Knob and Blayed Media are not responsible for ad performance, audience engagement, or resulting business activity.

6. Questions & Submissions

- For advertising form submissions and payments, please visit Bald Knob City Hall and meet with City Clerk/Treasurer Shiloh Brown. Please note that all submissions must include payment.

3713 AR-367, Bald Knob, AR 72010

Accepted Payment Methods: Cash or Check

- To send in an ad that is already designed, or for clarification on acceptable ad content, size requirements, or placement options, please email Blayed Media directly:

Blayed Dillon Smith
marketing@blayedmedia.com

To ensure a prompt and efficient response, please include "BK City Ads" in the subject line of your email.