

## Keephills Community Association (KCA) – Roadside Sign Usage Agreement

Sign Location: Highway 627 & Range Road 32A

Sign Size: 8 ft x 4 ft (**2:1 Aspect Ratio**)

Minimum image size: 144 x 72 pixels

**Recommended graphic size: 1920 x 960 pixels (PNG format)**

**Submit to [keephillsrentals@gmail.com](mailto:keephillsrentals@gmail.com)**

**E-Transfer to [keephillsrentals@gmail.com](mailto:keephillsrentals@gmail.com) (message: Sign Fee)**

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### 1. Purpose

The Keephills Community Association roadside sign is available to share community, celebration, and local business messages that align with our values of community, sustainability, and positive engagement.

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### 2. Fee Schedule

#### KCA / Library Programs

Community or library events

Message Fee: No charge

Design Option: Created by KCA (volunteer)

Template: [Adobe Express](#) | [Canva](#)

#### Celebration Messages

Birthdays, weddings, reunions, anniversaries (for members or renters)

Message Fee: \$50 (KCA members – \$40)

Design Option: Renter or have it designed by [Amanda Wall – Creative Services](#) for an additional fee (\$80 per design - contact directly)

Template: [Adobe Express](#) | [Canva](#)

#### Non-Profit Organizations

Local community or registered Alberta non-profits

Message Fee: \$50 (KCA members – \$40)

Design Option: Submit your own graphic (KCA approval required) or have it designed by [Amanda Wall – Creative Services](#) for an additional fee (\$80 per design - contact directly)

Template: [Adobe Express](#) | [Canva](#)

#### Local Business

Business Announcements (approval required)

Message Fee: \$100 (KCA members – \$90)

Design Option: Submit your own graphic (KCA approval required) or have it designed by

[Amanda Wall – Creative Services](#) for an additional fee. (\$100 per design - contact directly)  
Template: [Adobe Express](#) | [Canva](#)

All fees are due before the message is installed. Slides will show for 20 seconds in rotation with all other slides between 5AM - 10PM. Bookings run for a **full 7-day period, Tuesday to Monday** to cover all long weekends.

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### 3. Message Guidelines

- Recommended length: Approx. 10 words, 2-3 lines max for drive-by readability or 110 characters (including spaces) max.
- Use simple fonts and high-contrast colours.
- No flashing images, URLs, phone numbers, or qr codes.
- Messages must be family-friendly, secular, community-wide events and non-political.
- Images must be at least 144 x 72 pixels in an 8 ft x 4 ft layout (**2:1 Aspect Ratio**). PNG format. **Recommended graphic size: 1920 x 960 pixels.**
- KCA reserves the right to decline any message that does not meet these standards.

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### 4. Design Options

Users may submit their own ready-to-display graphic that meets the above specifications, or request design support from Amanda Wall – Creative Services.

All graphics are subject to KCA approval for clarity, legibility, and content fit.

Design Samples:

# KCA FREE PLAY DAY

4TH SUNDAY: 1 - 4 PM  
NOVEMBER - MARCH



# HAPPY BIRTHDAY RICHARD!

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## 5. Usage Rules

- Bookings must be requested and paid for at least 30 days before the start date.
- Bookings run Tuesday through Monday. Payment is required to confirm a spot.
- Messages may be changed weekly with a new fee per period.
- The sign may be used by KCA and its affiliates for its own programming at any time.

- KCA is not responsible for display downtime, weather damage, or power issues.

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## **6. Compliance with Local Rules**

By renting space on the sign, you agree that your message will follow all County and Alberta regulations.

If a message doesn't meet these rules (for example, if it's unsafe, political, flashing, or otherwise not allowed), the KCA may remove it without refund.

The Association is not responsible for any fines or complaints arising from non-compliance.

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## **7. Indemnity**

The User agrees to hold harmless the Keephills Community Association, its volunteers, and affiliates from any damages or claims arising from sign usage.

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## **8. Approval and Signatures**

Name: \_\_\_\_\_

Organization (if applicable): \_\_\_\_\_

Contact Email / Phone: \_\_\_\_\_

Message Requested (110 Characters): \_\_\_\_\_

Start Date: \_\_\_\_\_ End Date: \_\_\_\_\_

Signature (User): \_\_\_\_\_ Date: \_\_\_\_\_