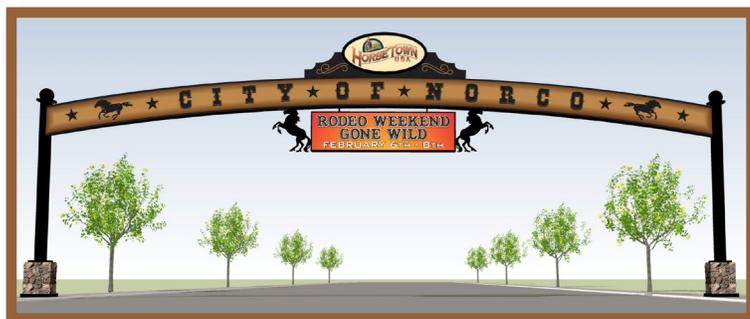




# SIXTH STREET ELECTRONIC GATEWAY SIGN

Norco, Horsetown USA, is dedicated to promoting our citizens, our local businesses and our non-profit organizations. Digital signage is an extremely cost-effective way of promoting your business or organization and communicating your message to millions of people. With numerous studies showing significant improvements in sales revenue and product recall, digital signage is now an essential marketing strategy and has become as important as websites and print media.



An average of nearly 30,000 vehicles pass on Sixth Street every day. Based on the standard of 1.38 adult passengers per vehicle, established by the Automobile Association of America (AAA), more than 1.25 million viewers will see this sign every month, and approximately 15 million per year! As an advertiser, your message will appear 400 times every day. This unique advertising opportunity is available to all eligible advertisers and provides a dynamic opportunity to communicate to the public.



## Eligible Advertisers

Use of the sign is available to the following parties:

- ◆ City of Norco, for City-sponsored events and programs
- ◆ Corona/Norco Unified School District (CNUSD), for school events or programs occurring within the City of Norco
- ◆ Nonprofit Organizations, for events or programs occurring within the City of Norco
- ◆ For-Profit Entities, for generic messages, not simply to sell a product. For example, "Coca-Cola Welcomes You to Horsetown USA" is acceptable; "Enjoy Refreshing Diet Coke" is not.
- ◆ Local, State & Federal Public Safety Agencies, for public service/public safety alerts only

## Prohibited Messages

The following types of messages are not permitted:

- ◆ Commercial advertisements with no associated public purpose
- ◆ Political advertisements or messages
- ◆ Religious messages, except for holiday greetings and community events held at faith-based facilities
- ◆ Personal messages (e.g. birthday wishes, marriage proposals)
- ◆ Promotion, direct or indirect, of alcohol or tobacco products

For more information, please contact:

Diana McGrew | 951-805-5995 | [NorcoGatewaySign@gmail.com](mailto:NorcoGatewaySign@gmail.com) | [www.ci.norco.ca.us](http://www.ci.norco.ca.us)