

## **Website Advertising**

### **Why is there advertising on the Chicago Park District's website?**

Advertising on the Chicago Park District's website began as a way to explore the potential for generating revenue from digital advertising and sponsorships.

### **How does the Chicago Park District manage its digital advertising program?**

The Park District offers advertising space on a selection of its most popular web pages, including pages with information on events, programming, and park locations.

The Park District is working with Municipal Media Solutions, LLC, to handle all sales, marketing, billing, collection, record keeping, reporting and payment processing for the digital advertising program.

The Park District retains the right to refuse any advertising and any ad posting; Municipal Media Solutions will immediately remove any advertising that the Park District directs it to remove.

The Park District also places high importance on ensuring advertising does not interfere with the user experience on the website; no pop-up advertisements are allowed, and advertising cannot slow or degrade access to agency information.

### **What advertising is permitted?**

All banner-space advertising sold is limited to commercial goods or services.

### **What advertising is prohibited?**

Advertising containing the following content is not permitted:

- Obscene or indecent
- Discriminatory
- Religious
- Political
- Public Issue

In addition, advertising that depicts or promotes the following products, services or other material is not permitted:

- Alcohol, Marijuana, and Tobacco products, including vaping materials
- Films rated "X" or "NC-17" and video games rated "A" or "M", or comparable industry standards
- Adult book / video stores, adult Internet sites, adult telephone services, escort services and adult entertainment establishments
- Any material that is false, fraudulent, misleading, deceptive or would constitute a tort of defamation or invasion of privacy

- Any material that is so objectionable that under contemporary community standards as to be reasonably foreseeable that it will result in harm to, disruption of, or interference with a transportation system
- Any material directed at a person or group that is so insulting, degrading or offensive as to be reasonably foreseeable that it will incite or produce imminent lawless action in the form of retaliation, vandalism or other breach of public safety, peace and order

**Where does the money go?**

All revenue the Park District receives from web advertising goes to support programming and other essential Park District services.

**For advertising rates and information contact:**

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