

Outside Signage Policy

Electronic Sign:

The primary purpose of the library's digital sign is to promote Ballston Spa Public Library (BSPL) programs, Library services, village of Ballston Spa and Community events. BSPL staff reserves the right to deny use of the sign, alter the contents and design of information, and pull and post messages as they see fit.

Messages will be displayed for a maximum of 10 days prior to the program or event date and then will be deleted. Messages must be submitted to the library in writing to the library staff.

Messages via the digital sign is available to non-profits and other organizations that provide programs and services to BSPL or to the Village of Ballston Spa with approval of the Board of Trustees of the Ballston Spa Public Library.

Messages that are displayed may promote special or signature events for other organizations which benefit the community as a whole with the approval of the Board of Trustees of the Ballston Spa Public Library.

Messages promoting or advertising regular meetings or ongoing events may be displayed at the discretion of the Library Director or designee for a limited time, space permitting.

The electronic sign may not be used to promote or advertise meetings and events taking place in the library's meeting spaces that are not sponsored by the library.

The sign is not available for the promotion of private businesses or for the sale of goods and services. The sign will not be used for political campaigns.

Adopted by the Ballston Spa Public Library Board of Trustees November 2022.