



General Policies - All Advertisements

1. SELCO will provide equal time for all ads submitted. Ads may be interrupted for SELCO or municipal emergencies. Credits in the form of additional ad time will be given in the event of a 24 or more hour continuous interruption.
2. Advertisements on the Bulletin Board will be scheduled in the following repeating sequence based on availability. No ad will appear more than once in the line-up:
 - 2 Paid/Business Ad
 - 2 Non-Profit Ads
 - 1 SELCO Ad (if available)
3. All advertising should be received in writing a minimum of two (2) business days prior to the requested run date of the ad. All ads should be sent via email to rmaksian@shrewsburyma.gov or dropped off at the SELCO office during regular business hours. Request for ads should include the starting date and contact information for the group, person or organization requesting the ad.
4. Ads can be submitted in PowerPoint, Word, Adobe PDF, GIF, PNG or JPG formats. SELCO can also assist with ad design and will use its best efforts to accommodate special requests for color, type size and background.
5. SELCO is not liable for any errors, omissions or misrepresentations relating to any material that may appear on the Bulletin Board.
6. The General Manager reserves the right to modify, alter or reject the request for any message based upon failure to comply with this policy.
7. Advertisements submitted to the community Bulletin Board channel containing adult language or content will not be accepted.
8. SELCO Management has the right to run SELCO advertisements as they see fit.
9. During times of emergency, SELCO and Town Management may be required to temporarily suspend ads to communicate vital messages to the public.

If you have any questions or wish to place an ad, please contact Rick Maksian at 508-841-8573 or rmaksian@shrewsburyma.gov