



## Rotary Club of Greensburg

### LMC Request Form

#### **What is Rotary?**

Rotary is made up of business and professional leaders who work to better their community and build understanding and peace in the world. Rotary clubs exist to improve communities locally and around the world, encourage the highest ethical standards in business and professions, and work to advance international understanding by partnering with clubs in other countries. Rotary is a non-political, non-religious humanitarian organization.

#### **What is the LED Message Center?**

The LED Message Center (LMC), located on East Pittsburgh Street in Greensburg, is a project conceived, funded, and implemented by the Rotary Club of Greensburg. Its purpose is to provide a means to display messages that benefit the community.

#### **What types of messages can be displayed on the LMC?**

Messages from non-profit and other community service entities for events that provide a clear benefit to the local community are eligible. In keeping with the principles upon which Rotary was founded, political and religious messages are not permitted. Messages that contain for-profit information are also prohibited.

The Rotary Club of Greensburg reserves the right to reject any message that is deemed to fall outside the mission of the project.

#### **How and when are messages displayed?**

All messages are displayed on a weekly basis. Accordingly, messages are displayed Monday through Sunday 24 hours a day. Any one message will be displayed quite often. The specific number of times is dependent on the total number of messages being displayed on any given day. Messages will be changed between 8PM on Sunday and 12PM on Monday.

#### **Is there a fee to display a message?**

Yes. While the Rotary Club funded the acquisition and installation of the sign, the project criteria specified that the sign be self-sufficient. Therefore, a per-message fee has been established to cover utilities, insurance, and maintenance.

Currently, the cost to display a message is \$20/week with a two-week minimum (\$40).

#### **GUIDELINES FOR SUBMITTING A MESSAGE REQUEST**

Our sign is 96 pixels tall by 480 pixels wide, about 3 feet x 15 feet. Design for these dimensions. You can also design for 1" high by 5" wide. Submit your design in highest quality .jpg format. The quality of the display depends upon the quality of the images that you submit. If you save a size other than 1" x 5", it will shrink or stretch to fit, which could look strange, blurry, or pixelated. The LMC can now display images and text. Greensburg ordinances do not permit animation, flashing or scrolling. Remember, shorter is better as your image can be displayed and retained quicker and easier by the motoring public.

Electronic images/messages must be submitted 14 days prior to the Monday start date of your message. Electronic images can be sent to [messagecenter@greensburgrotary.com](mailto:messagecenter@greensburgrotary.com) with the name of the organization in the subject line. The LMC Paper Request Form and a check must also be mailed to Rotary Club of Greensburg, P.O. Box 641, Greensburg, PA 15601.

If your organization is unable to submit an electronic message, please use the LMC Paper Request Form.

