



Digital Billboard Criteria & Guidelines

The La Crosse County Convention and Visitors Bureau (DBA Explore La Crosse) accepts requests from members to advertise festivals and events on the digital billboard on Highway 90 West of West Salem. These are the general guidelines; however the LCCVB Staff and Board of Directors have the authority to determine and select what events, or activities will be promoted on the billboard.

1. The purpose of the billboard is to help promote La Crosse County tourism; therefore, the event or activity must and have significant impact on overnight stays in La Crosse County.
2. The event or activity must fit the Explore La Crosse brand and be in alignment with the Explore La Crosse mission statement: To enhance economic growth throughout La Crosse County through advertising, publicizing, promotion, marketing, and otherwise building La Crosse County as a destination through, but not limited to, attracting tourists, conferences, festivals and sporting events to La Crosse County. This includes the Municipalities of La Crosse, Campbell, West Salem, Onalaska and Holmen.
3. To be considered, the promoter must be a member of Explore La Crosse with preference given to River of Festival members, and will submit a request to the LCCVB, which includes:
 - a. The promoter will include a projected number of room nights the event or activity will generate.
 - b. The event name, dates of the event or activity, the city/town in which the event is located, and confirmation that event or activity will be held.
 - c. Submit three high res, horizontal aspect, color photos. No logos please.
 - d. Applications must be submitted no later than 2 months in advance from posting date. Photography will need to be submitted no later than 3 weeks prior to launch date.
 - e. All photography and ads must meet the approval of the LCCVB and Fairway Outdoor Advertising. Stipulations of Fairway contract can be provided upon request.
 - f. The LCCVB does not guarantee how many times in a given hour or day the ad will appear on the digital billboard.
 - g. The LCCVB has purchased 1 of 8 rotational viewings on the digital billboard. Your ad may appear less than every 8th viewings depending on how many LCCVB ads are on the billboard at a given time.
4. All requests will be considered by the LCCVB and LCCVB will have the final say if the ad fits into the LCCVB mission and has a county wide tourism impact and if it will be posted on the billboard. The promoter of the event or activity will be notified if the ad is approved.
5. Ad content can not infringe, violate or misappropriate any trademark patent, copyright, trade secret or any other intellectual property right of any third party. Ad content can not contain any material or information that is obscene, defamatory, libelous, and slanderous or violates any law or regulation. Ad content cannot violate any rights of any person or entity, including, but not limited to, rights of publicity, privacy or personality.
6. Please note that space is limited. We anticipated not being able to fulfill everyone's request.