

Commons Connection Digital Sign

Advertising Terms & Conditions

Effective Date: 5.1.26

Managed by: Discover Downtown Washington



This policy outlines the terms for purchasing, running, and managing ads on the Commons Connection digital display.

1. Ad Purchase & Reservation

Ad space is first-come, first-served and is not guaranteed until payment is received.

Inventory is limited and may sell out

Reservations are only confirmed after payment

Discover Downtown Washington may limit category saturation to ensure fair exposure

2. Billing & Payment

Monthly ads are billed in advance

Short-term ads must be paid before activation

Annual and quarterly plans are billed at the start of the term

Non-payment may result in ad suspension

3. Content Standards

All ads must meet community standards:

Appropriate for all audiences

No offensive, misleading, or illegal content

Must comply with local, state, and federal laws

Discover Downtown Washington may reject or require edits to any ad.

4. Ad Design & Submission

Ads may be submitted ready-to-run or created via optional design service

Correct sizing/format will be provided after purchase

Design assistance available for a flat fee

Final approval is required before publishing

5. Scheduling & Rotation

Ads run in a rotating schedule based on placement type

Full-screen ads display for approximately 60 seconds per cycle

Banner ads rotate continuously for balanced exposure

Frequency is not guaranteed per cycle but distributed evenly

6. Campaign Duration

Monthly ads run 30 days from activation

Short-term ads run for the purchased duration only

Annual/quarterly plans follow agreed terms

Expired campaigns are removed unless renewed

7. Cancellations & Refunds

No refunds once a campaign has started

Future campaigns may be canceled before activation for credit or partial refund (case-by-case)

Annual/quarterly plans are non-refundable after activation unless otherwise agreed

8. Content Updates

One minor update per billing cycle is included

Additional edits may incur a fee

Urgent or same-day changes are not guaranteed

9. Placement Limits

To maintain visibility and value:

Top Banner: 3–4 advertisers max

Bottom Banner: 4–6 advertisers max

Full-Screen Ads: 3–5 advertisers max

Inventory limits may be adjusted to protect ad effectiveness.

10. Right to Refuse or Remove

Discover Downtown Washington may refuse or remove ads that:

Violate policy or community standards

Contain inaccurate or inappropriate content

Cause technical or display issues

Conflict with legal or public requirements

Advertisers will be notified when possible.

11. Liability

Advertisers are responsible for submitted content accuracy and legality. Discover Downtown Washington is not liable for errors or outcomes resulting from ad placement.

12. Policy Updates

This policy may be updated as needed. Continued use of advertising services constitutes acceptance of the latest version.

Contact

For support, ad setup, or questions, contact the Discover Downtown Washington team.