

**TOWN OF HAWLEY, MASSACHUSETTS
POLICY FOR HAWLEY BUSINESSES ADVERTISING AT THE TOWN OFFICE
AND
THE POSTING OF FLYERS FOR EVENTS NOT SPONSORED BY THE TOWN**

Adopted 8/21/18

Per Order of the Board of Selectmen:

1. DEFINITIONS: For purposes of this policy, the term “Hawley Business” shall refer to any commercial enterprise meeting the following criteria:
 - (a) The enterprise is either located within Hawley, or is owned in whole or substantial part by Hawley residents and does a substantial amount of its business from a location in close geographic proximity to Hawley, AND
 - (b) The enterprise provides or offers goods or services to Hawley residents.

2. RIGHT OF HAWLEY BUSINESSES TO ADVERTISE AT THE TOWN OFFICE: Any Hawley Business engaged in lawful business activities shall be allowed to place business cards, flyers, brochures, or similar printed advertising materials at the Hawley Town Office, free of charge, pursuant to the requirements of this policy.

3. REQUIREMENTS FOR PRINTED ADVERTISING MATERIALS: To ensure adequate space for everyone and to avoid unnecessary disruptiveness, printed advertising materials shall not exceed a letter sized page, (eight and one half inches by eleven inches), in size. Where feasible, businesses are encouraged to use even smaller materials than this, (ex. business cards). Materials shall not be obscene, fraudulent, or inciting of violence or criminality.

4. PLACEMENT OF PRINTED ADVERTISING MATERIALS: The Administrative Assistant to the Selectmen shall designate a space in the Town Office where printed advertising materials from Hawley Businesses will be placed. The Administrative Assistant will take into account accessibility of said space to those visiting the Office and the goal of minimizing disruptiveness.

5. FLYERS FOR EVENTS ON THE OUTSIDE BULLETIN BOARD: At the sole discretion of the Selectmen, or the Administrative Assistant, flyers advertising local events not directly sponsored by the Town of Hawley or another government entity may be placed on the bulletin board outside the Town Office, subject to the following requirements:
 - (a) Flyers shall not exceed one letter sized page (eight and one half inches by eleven inches), in size;
 - (b) Flyers shall only be allowed on the bulletin board if space is available for them after having first made space for every necessary official posting;
 - (c) Flyers shall not be displayed more than two weeks in advance of an event, except where an earlier RSVP for the event is required, and shall be promptly removed once the event is concluded; AND
 - (d) Flyers shall not be obscene or inciting of violence or criminality.