

TOWNSHIP OF MAPLEWOOD



ORDINANCE

2660-11

AN ORDINANCE TO ESTABLISH WEBSITE ADVERTISING FEES

"Interpretive Statement"

This ordinance will set forth the fees for advertising on the Maplewood Township Website.

WHEREAS, the Township of Maplewood ("Township") maintains an official Township Website; and

WHEREAS, the Township has determined to allow certain website advertising; and

WHEREAS, there are a limited number of advertising slots on the Maplewood Township Website; and

WHEREAS, the Township Committee has established an advertising policy for the Maplewood Township Website as more specifically set forth in Resolution number 110-10.

NOW, THEREFORE, BE IT ORDAINED, by the Township Committee of the Township of Maplewood, County of Essex, State of New Jersey as follows:

FIRST:

Entities wishing to advertise on the Maplewood Township Website shall pay to the Township of Maplewood, in advance, the following Fees:

One (1) month advertising	\$100.00
Three (3) months advertising	\$275.00
Six (6) months advertising	\$500.00

SECOND:

The Township Administrator in consultation with the Township Attorney shall establish a nondiscriminatory lottery system for the selection of advertisers on the Maplewood Township

Website. This system of selection shall be kept on file in the office of the Township Clerk and available for review.

THIRD:

Severability

If any section, paragraph, subparagraph, clause or provision of this Ordinance shall be adjudged invalid, such adjudication shall apply only to the specific section, paragraph, subparagraph, clause or provision so adjudged and the remainder of the Ordinance shall be deemed valid and effective.

FOURTH:

Repeal of Prior Ordinances

Ordinances or parts of Ordinances inconsistent with the provisions of this Ordinance be and the same are hereby repealed to the extent of any such inconsistencies.

FIFTH:

Effective Date

This Ordinance shall take effect after final passage and publication and as provided by law.

PUBLIC NOTICE is hereby given that the foregoing proposed Ordinance was introduced and read by title for the first time at a meeting of the Township Committee of the Township of Maplewood, held on March 15, 2011, and that Committee met again on April 5, 2011, at 7:30 p.m. at the Municipal Building, 574 Valley Street, Maplewood, New Jersey, at which time and place the Committee proceeded to consider the said Ordinance on second reading and final passage.

ELIZABETH J. FRITZEN, R.M.C.
Township Clerk