

# **City of Hogansville Utility Billing Insert Policy**

## **I. Purpose and Scope**

To establish guidelines for the City's utility billing insert program and to provide eligibility criteria of outside agency participation in the same.

## **II. Eligibility**

City of Hogansville inserts shall take priority over the inserts of all other eligible entities.

Eligible participating agencies shall include other local governments, quasi-governmental agencies, nonprofit organizations that receive financial support from the City or agencies that, in partnership with the City, have a primary mission that is in the best interest of the City.

For profit businesses and corporations are considered ineligible entities.

The City of Hogansville reserves the right to determine agency eligibility for participation in the program.

## **III. Scheduling**

All billing inserts shall be scheduled through the Utility Billing Office, shall be on a first come, first serve basis (no more than a year in advance) and shall be limited to one insert per agency per quarter. The City also reserves the right to reschedule inserts in the event the inclusion of a City insert becomes necessary.

## **IV. Guidelines**

The City of Hogansville sends out utility billings every month and has enough envelope capacity to allow the insertion of up to two (2) inserts. The utility bill return envelope and two (2) inserts cannot exceed one (1) ounce and must fit into a #10 regular envelope.

The sponsoring agency or organization shall reimburse the City for all printing costs. Only camera-ready art shall be accepted; the City is not responsible for any design work.

As a result, inserts must meet the following guidelines:

Inserts can be one 8.5"X 11" sheet or 1/3rd of an 8.5"X 11" sheet, with information printed on both sides.

All inserts shall be printed utilizing 20-24 # paper weight (no cardstock shall be allowed).

Inserts may not be printed on glossy paper because the machine that drops the insert into the envelope cannot readily attach to slippery media.

The City Manager will evaluate and approve all utility billing inserts. Messaging must be relevant to 80 percent or more of the households receiving the insert during the month the utility insert is mailed. To make reservations for a utility billing insert, please contact the Utility Billing Office at (706) 637-8629.

The City reserves the right to cancel an insert due to non-compliance with these standards.