

Banner Program Guidelines



American Sign Studio is the Downtown Banner Program partner and the suggested manufacturer:

(614) 410-5354

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While you may use other organizations to design and produce banners, all installation, removal, repair and emergency reattachment of banners will be done by American Sign Studio.

- Banners must graphically or symbolically promote cultural and civic events, activities or facilities of general public interest. All must be open to the general public.
- Banners may not be used for commercial advertising or to advertise or promote political candidates, parties or issues, or identify any religion.
- Banners should not include corporate names, except in the following cases
 - If an event is named after a corporate sponsor and is widely recognized by that title, special consideration will be given for logos and font sizes that are appropriately scaled to fit the banner design.
 - If an organization wishes to acknowledge a contributor or sponsor on its banner, approval may be requested for such credit. In these cases, the name and logo must be positioned within the lower 10 percent of the banner and should not exceed a height of 6 inches.

Specifications:

Sizing

Banners are available in 5-foot or 8-foot lengths with a pocket fitting. If using a company other than American Sign Studio, inform us first before fabrication to ensure that the selected banner poles fit properly.

Production Printing

It is recommended that a graphic consultant is used for designing the banner graphics. Banner material is required to be high-quality, flame-retardant canvas or vinyl. The sponsoring organization will be responsible for the costs of production printing, installation + removal, and any emergency maintenance needed.

Costs

Installation and Removal for banners	\$140.00
Production of 5' banners	\$159.13
Production of 8' banners	\$219.12
Banner repair	\$75.00 per banner (minimum \$150.00 per trip)
Extended Display Fee	\$10 per month

Banner Requirements:

Banner installation requests should be submitted with a minimum of one month's notice prior to the desired installation date. Due to circumstances beyond the control of Experience Columbus, specific installation dates cannot be assured. Therefore, it is advisable to allow for a one-week period to accommodate the installation process.

Placement

The Columbus Downtown Banner Program is bound on the south by I-70, the east by I-71, the north by Goodale Blvd and the west bank of the Scioto River.

Banner reservations are accepted and scheduled based on banner pole availability. Placement will be designated by Experience Columbus.

Exposure Length, Quantity

Banners are hung for a minimum of two weeks up to a maximum of 60 days.

Any group requesting a rental period longer than the standard 60 days will be charged an additional fee of \$10 per pole, per month, if approved. If another organization wishes to display banners on the assigned poles after the initial 60-day rental period, they are allowed to do so for up to an additional 60 days.

Any organization wishing to participate in the program with fewer than 10 banners will be evaluated for approval by Experience Columbus on a case-by-case basis. The maximum number of poles allowed per organization is 100.

Storage

All banners are the property of the sponsoring organizations.

American Sign Studio will store banners for annual renters. Any banner remaining in their possession after 13 months without being displayed may be disposed of without notice.

Liability:

Experience Columbus is not responsible for loss or damage to banners in transit, on display or during installation and removal. For this reason, sponsoring organizations are encouraged to insure their banners against loss or damage during display.

Experience Columbus cannot guarantee access to the banner poles in the event its contract with the city of Columbus is terminated for any reason, such as Columbus City Council withholds authority to continue the banner program, acts of God, acts of civil or military authority, strikes or other civil disturbances, or any other event, cause or occurrence not within Experience Columbus' control. In the event any of the foregoing events occur, the organization shall not be responsible for any incidental or consequential damages incurred by the sponsoring organization.

The sponsoring organization is responsible for all costs related to the production, printing, installation, removal and maintenance of the street banners. Pricing is outlined on the included fee schedule. Please note that all prices are subject to change until the final work order is executed.

Experience Columbus will not be financially responsible for any emergency re-attachment or removal fees. All costs for emergency re-attachment or removal fees are the responsibility of the applicant.