

# Program Information 2012



Welcome to the Downtown Banner Program managed by the Downtown Community Alliance. This program schedules and approves banners for placement at nearly 350 sites throughout downtown.

## TO APPLY

- Complete APPLICATION FORM online at [www.downtowndesmoines.com](http://www.downtowndesmoines.com) or contact Carmella Heckard at the Downtown Community Alliance: 700 Locust St., Suite 100, Des Moines, IA 50309. Telephone: 515.286.4943. Fax: 515.243.6684. Email: [heckard@downtowndesmoines.com](mailto:heckard@downtowndesmoines.com)
- New applications and/or new designs must include artwork.

## REVIEW AND ACCEPTANCE

- The Downtown Community Alliance gets City Council approval for design applications. Allow six weeks for review and action on new applications and proposed new designs.
- The Downtown Banner Program is available to non-profit organizations or to for-profit organizations when poles are available in front of property owned by the for-profit organization. An exception may be made for downtown companies celebrating anniversaries.

## SCHEDULING AND PLACEMENT

- Contracts are negotiated initially by first right of refusal for the previous year, and secondly on a first come, first served basis subject to approval of banner design by the City Council, availability of banner strength poles, and in accordance with the City of Des Moines regulations and Downtown Community Alliance banner policy. Organizations that are not located in downtown Des Moines will not automatically be given first right of refusal.
- Downtown Community Alliance controls the final placement of all banners.
- Approved applicants are required to sign a Hold Harmless Agreement to reserve pole locations.
- Less than 10 poles will not be scheduled.

## OPERATIONS

- Downtown Community Alliance facilitates the installation and removal of banners during the first 10 days of each month. Banners will ONLY be installed and removed at the start of each month.
- Banners will be installed for a maximum of 30 days (with a 10 day grace period), unless otherwise arranged.
- When banners are scheduled for annual display (such as the Iowa State Fair), Downtown Community Alliance facilitates storage of the banners. Inventory is taken once a year.
- New banners need to be produced by our exclusive vendor. They produce the quality of banner we expect.

## PROGRAM TIMELINE\*

1. Complete and submit application	8 weeks prior to installation date - April 1 <sup>st</sup>
2. Sign and fax Hold Harmless Agreement	6 weeks prior to installation date - April 14 <sup>th</sup>
3. Email DCA a pdf file of the banner design for City Council approval	6 weeks prior to installation date - April 15 <sup>th</sup> This is contingent on when City Council meetings are scheduled
4. Send the banner art specs	4 weeks prior to installation date – May 1 <sup>st</sup>
5. Proof sent	2 weeks prior to installation date – May 14 <sup>th</sup>
5. Banners installed	Requested installation date - June 1 <sup>st</sup>
6. Invoice sent	2 weeks after installation date – June 14 <sup>th</sup>

\* Dates above are based on June installation and rental. Adjust the dates according to your requested installation month.

**COST TO PARTICIPATE**

**Pole Rental (subject to change)**

**Costs are per group of poles, not per pole.**

<u>Monthly Rental*</u>					<u>Annual Rental*</u>				
# of poles	1 month	2 months	3 months	4 months	# of poles	same banner year round	1 banner change	2 banner changes	3 banner changes
10 to 15	\$850	\$1000	\$1,200	\$1,400	1 to 15	\$3,000	\$3,400	\$3,800	\$4,300
16 to 30	\$1,400	\$1,800	\$2,300	\$2,700	16 to 30	\$5,900	\$6,800	\$7,700	\$8,500
31 to 45	\$2,200	\$2,700	\$3,400	\$4,000	31 to 45	\$8,900	\$10,200	\$11,500	\$12,800
46 to 60	\$2,900	\$3,600	\$4,500	\$5,400	46 to 60	\$11,800	\$13,600	\$15,300	\$17,100
61 to 75	\$3,600	\$4,600	\$5,700	\$6,700	61 to 75	\$14,800	\$17,000	\$19,200	\$21,400
76 to 90	\$4,300	\$5,500	\$6,800	\$8,100	76 to 90	\$17,700	\$20,400	\$23,000	\$25,600
91 to 115	\$5,500	\$7,000	\$8,700	\$10,300	91 to 115	\$22,600	\$26,000	\$29,400	\$32,800

There is an additional charge of \$250 for installation on a specific date (with 1-month notice). All banners are installed the first week of the month unless a date is specified.

\* These charges are based on consecutive months using the same pole locations

**Banner Production (subject to change)**

Location	Banner Size	Cost per pole*	What You Get
Most poles west of the river (large banners)	2.5' x 8'	\$190	Two double-sided banners per pole
East Locust Street	2' x 6'	\$120	Two single-sided banners per pole VINYL
Western Gateway	18" x 40"	\$140	Two double-sided banners per pole VINYL
Court Avenue/4th Street	22" x 4'	\$90	One double-sided banner per pole VINYL
Riverpoint	2' x 6'	\$160	Two double-sided banners per pole
Western Gateway (some)	28" x 99"	\$120	One double-sided banner per pole

Setup = \$50/design

\* Includes production, shipping, & taxes

Banner Pole Locations	Banner Sizes
West of the River (Majority of poles in banner program) Locust, Grand, Walnut, 5 <sup>th</sup> , and 8 <sup>th</sup>	2.5' x 8'
East Locust Street from the bridge to Penn Ave	2' x 6'
Western Gateway (Black poles)* Locust Street - 13 <sup>th</sup> to 10 <sup>th</sup>	18" x 40"
Court Avenue/4th Street* Court Avenue/4th Street	22" x 48"
Riverpoint South of MLK - 2nd, 3rd, 5th 7th, 8th, 9th, Murphy	2' x 6'
Western Gateway (some - black poles)* Walnut Street - 12 <sup>th</sup> to 10 <sup>th</sup>	28" x 99"



\* These poles are available to rent for a minimum of three months. They cannot be reserved for less than three months.

**ART SPECS**

- Text converted into outlines or paths.
- EPS format.
- In proportion to full size.
- All files must be at least quarter scale.
- Specify PMS #'s.
- Illustrator eps or ai, Photoshop tiff or psd, or InDesign Colorspace CMYK
- Unlimited Color

**CONTACT**

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 700 Locust Street, Suite 100  
 Des Moines, IA 50309  
 515.286.4943  
 Fax: 515.243.6684  
[checkard@downtowndesmoines.com](mailto:checkard@downtowndesmoines.com)  
[www.downtowndesmoines.com](http://www.downtowndesmoines.com)

## DESIGN TIPS

In general, keeping the message to one-third of the banner space and the artwork to two-thirds will make an attractive large-scale outdoor banner.

- Bold and simple design elements
- High contrasting colors
- Vivid colors (pastels get washed out in the sunlight and earth tones get lost because the buildings behind them are often earth tones)
- Large, bold font
- Very limited text
- Limited detail (intricate designs, pictures, and fonts are hard to see from a distance)

Examples:

