

# DOWNTOWN DSM BANNER PROGRAM

Downtown DSM, Inc. schedules and approves banners for placement at nearly 300 sites throughout Downtown Des Moines (DSM). Available to both non-profit and for-profit organizations, this program is a great opportunity to promote your organization or event to residents, workers & guests of Downtown.

TO APPLY: CLICK [HERE](#)

## QUICK FACTS

- Banners are reserved on a monthly basis and are installed during the first 10 days of each month.
- A minimum of 10 poles must be included in the reservation.
- All designs must be submitted to City Council approval.
- All banner printing is coordinated through the program.
- Banners sizes vary based on the location. The locations include:
  - Downtown Core
  - East Locust Street
  - Historic Court District
  - Western Gateway Park



Questions? Please contact Kathryn Smith at [ksmith@DSMPartnership.com](mailto:ksmith@DSMPartnership.com) or (515) 286-4914.



## SCHEDULING AND PLACEMENT

- Contracts are negotiated initially by the first right of refusal for the previous year, and secondly on a first-come, first-served basis. Banner designs are subject to approval by the Des Moines City Council and must be in accordance with the City of Des Moines regulations and The Partnership’s banner policy. Organizations that are not located in Downtown Des Moines will not automatically be given first right of refusal.
- The Partnership controls the final placement of all banners.
- Approved applicants are required to sign a Hold Harmless Agreement to reserve pole locations. Poles are not formally reserved until **after** the contract is signed and returned.
- Less than 10 poles will not be scheduled.

## TYPICAL PROGRAM TIMELINE

Application submitted	10 weeks prior to installation
Sign and return Contract/Hold Harmless Agreement	8 weeks prior to installation
Receive banner design specs	8 weeks prior (or upon return of contract)
Email designs to Partnership for Council approval	6 weeks prior to installation
Banner proof sent for organization approval	3 weeks prior to installation
Banners installed	Beginning of the month the poles were reserved for
Invoice sent	2 weeks after installation
Payment Due	6 weeks after installation

## OPERATIONS

- The Partnership 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 unless otherwise arranged.
- 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 Downtown Farmers’ Market), The Partnership facilitates storage of the banners. Inventory is taken once a year.
- New banners need to be produced by our exclusive vendor.
- The Partnership must have City Council approval for design applications. Please allow six weeks for review and action on new applications or proposed new designs prior to printing.

**POLE RENTAL** (cost of poles are per group, not per pole)

<b>Monthly Rental*</b>			
<b># of poles</b>	<b>1 month</b>	<b>2 months</b>	<b>3 months</b>
10 to 15	\$1,000	\$1,160	\$1,300
16 to 30	\$1,725	\$2,110	\$2,500
31 to 45	\$2,550	\$3,000	\$3,750
46 to 60	\$3,275	\$3,900	\$4,975
61 to 75	\$4,100	\$4,900	\$6,225
76 to 90	\$4,650	\$5,850	\$7,225

All banners are installed the first 10 days of the month until a specific date is requested.

There is an additional \$250 charge for requesting installation on a specific date (with 1-month notice).

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

**BANNER PRINTING** (pricing subject to change)

<b>Location</b>	<b>Banner Size</b>	<b>Cost per pole*</b>	<b>What You Get</b>
Downtown Core	30" x 99"	\$300	Two double-sided vinyl banners per pole
East Locust Street	24" x 72"	\$130	Two single-sided vinyl banners per pole
Historic Court District	22" x 48"	\$100	One double-sided vinyl banner per pole
Western Gateway Park	18" x 40"	\$150	Two double-sided vinyl banners per pole

Setup = \$75/design (up to 4 designs); 5+ each additional design \$100

\* Includes production, shipping, & taxes

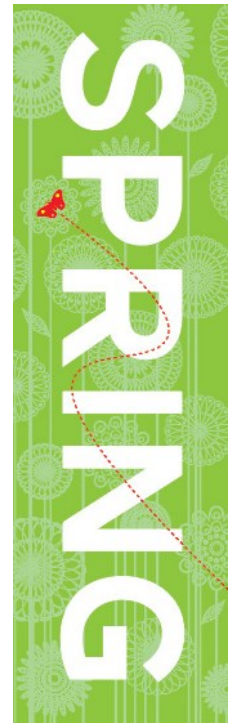
**BANNER STORAGE**

Banners that will be installed on an annual basis will be stored by The Partnership for no additional cost to the client. If an organization chooses not to hang their banners, but would still like The Partnership to store their banners for them, there will be an additional storage fee that will be invoiced annually as follows: \$200 for up to 30 banners, \$300 for up to 60 banners, \$400 for 61+ banners.

## 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 (designs may feature unlimited color)
- 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)



## PRODUCTION INFORMATION

- The following files must be provided:
  - Press Ready PDF file with crop marks, bleeds and all text converted to outlines
  - InDesign or Illustrator package
  - Low-res PDF for City Council to review and approve
- Designs should include the following:
  - In proportion to full size
  - At least one quarter scale to the actual size
  - Set up document in CMYK, Specify PMS #s
- A proof will be sent for approval to the organization before any banners are approved for printing.



## **DOWNTOWN CORE**

The Downtown Core encompasses Grand Ave., Locust St. and numbered streets from 2nd Ave. to 10th St. Each pole contains (2) double sided vinyl banners.

Banner Size: 30" x 99"

Banners contain hemmed edges, grommets at each corner and a 6" pole sleeve on the top and bottom.

## **EAST LOCUST STREET**

Banner poles are located on East Locust Street from Robert D. Ray Dr. to E. 7th St.

Each pole contains (2) single sided vinyl banners that are placed back to back so they appear as one, two sided banner. A metal panel is between the banners to provide structural support.

Banner Size: 24" x 72"

Banners contain hemmed edges and eight grommets placed along the edges.

## **HISTORIC COURT DISTRICT**

The Historic Court District has banner poles on Court Ave. from 5th St. to Water St. and 4th St. from Walnut St. to Market St.

Each pole contains (1) double sided vinyl banner.

Banner Size: 24" x 48" standard | 24" x 60" with optional banner tail

Banners contain hemmed edges, grommets at each corner and a 4" pole sleeve on top and bottom.

## **WESTERN GATEWAY PARK**

Western Gateway Park banner poles are located on Locust St., Grand Ave. and numbered streets from 10th St. to 15th St.

Each pole contains (2) two sided vinyl banners.

