

Downtown Banner Program

2020 Information

Welcome to the Downtown Banner Program! This program schedules and approves banners for placement at nearly 300 sites throughout Downtown Des Moines (DSM). This program is available to non-profit and for-profit organizations and is managed by The Greater Des Moines Partnership's Downtown Team.

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 as a low-res pdf for 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
 - Western Gateway
 - Historic Court District



Questions? Please contact Abby Doster at
adoster@downtownDSMUSA.com or (515) 286-4949.



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. They produce the quality of banner we expect.
- 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)

Monthly Rental*			
# of poles	1 month	2 months	3 months
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

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 changes are based on consecutive months using the same pole locations

BANNER PRINTING (pricing subject to change)

Location	Banner Size	Cost per pole*	What You Get
Downtown Core	2.5' x 8'	\$300	Two double-sided vinyl banners per pole
East Locust Street	2' x 6'	\$130	Two single-sided vinyl banners per pole
Western Gateway	18" x 40"	\$150	Two double-sided vinyl banners per pole
Historic Court District	22" x 4'	\$100	One double-sided vinyl banner per pole

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

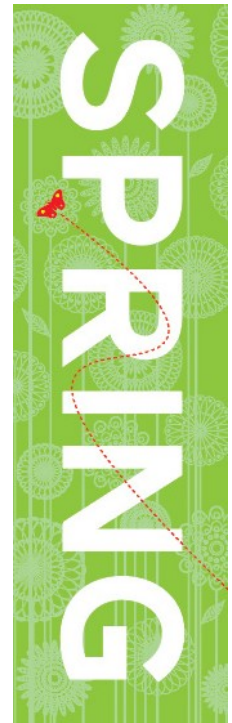
* Includes production, shipping, & taxes

BANNER STORAGE

Banners that will be installed on an annual basis will be stored by The Partnership for no additional cost to organizations or companies. 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.

ART SPECS

- All designs must be submitted as low-res pdf for City Council Approval.
- Artwork files must be uploaded to an ftp site for our exclusive banner vendor to place and set up for printing.
- A proof will be sent for approval to the organization before any banners are approved for printing.
- Designs may feature unlimited color.
- Designs should include the following:
 - Text converted into outlines or paths
 - In proportion to full size
 - At least one quarter scale to the actual size
 - Specify PMS #s
 - Illustrator eps or ai file, Photoshop tiff or psd, or InDesign Colorspace SMYK file



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)

