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Dear CUSTOMER:

Thank you for your interest in the Downtown Street Banner Program administered by the Downtown Management District (DMD). We strive to help you choose the best locations for your specific needs and display your banner design with the best possible view.

The following informational packet will provide you with a clear understanding of the Street Banner Program. The packet includes the Downtown Street Banner Program Guidelines, Pricing and Specifications/Diagrams and illustration Examples of the different types/sizes of light poles and their corresponding banners.

Street schematics and/or a map tailored to your expressed points of interest dependent upon the current availability will follow to determine how many, the size of and where the street banners will be placed. A subsequent required Application, Use Agreement and invoice are then completed and processed in order to reserve and lease the street banner locations.

Please take a moment to review the attached documents. If you should have any questions, I am happy to meet with you to discuss the specific details. I may be reached by email at [tmais@elpasodmd.org](mailto:tmais@elpasodmd.org) or by phone at (915) 400-2294, ext. 102. I look forward to hearing from you.

Sincerely,



Terry Mais, Office & Project Coordinator  
El Paso Downtown Management District



## **Downtown Street Banner Program**

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### **Program Overview**

The El Paso Downtown Street Banner Program is geared towards generating pride in the community, beautifying Downtown, and promoting community celebrations, activities, events, and general promotions. Banners should promote cultural or civic events or activities within Downtown El Paso.

### **Guidelines**

- All banner designs should look professional and graphically represent the subject or purpose of the banner.
- Banners cannot be used for commercial or political advertising.
- Banners should be used to promote Downtown through an event, a campaign, or cultural programs.
- A business logo cannot exceed 20% of the banner display area.
- Applicants must fill out the Downtown Street Banner Program Application and sign and return the Use Agreement once provided by the El Paso Downtown Management District (DMD).
- Banners shall be installed for a minimum of one calendar month.
- Should construction zones inhibit the installation of banners at selected locations, at the time of installation the DMD may choose to relocate banners at its discretion.
- Requests for renewals or term extensions for banner space rental must be made thirty (30) days prior to original banner removal date.



# Downtown Street Banner Program Banner Specifications

## Banner Specifications

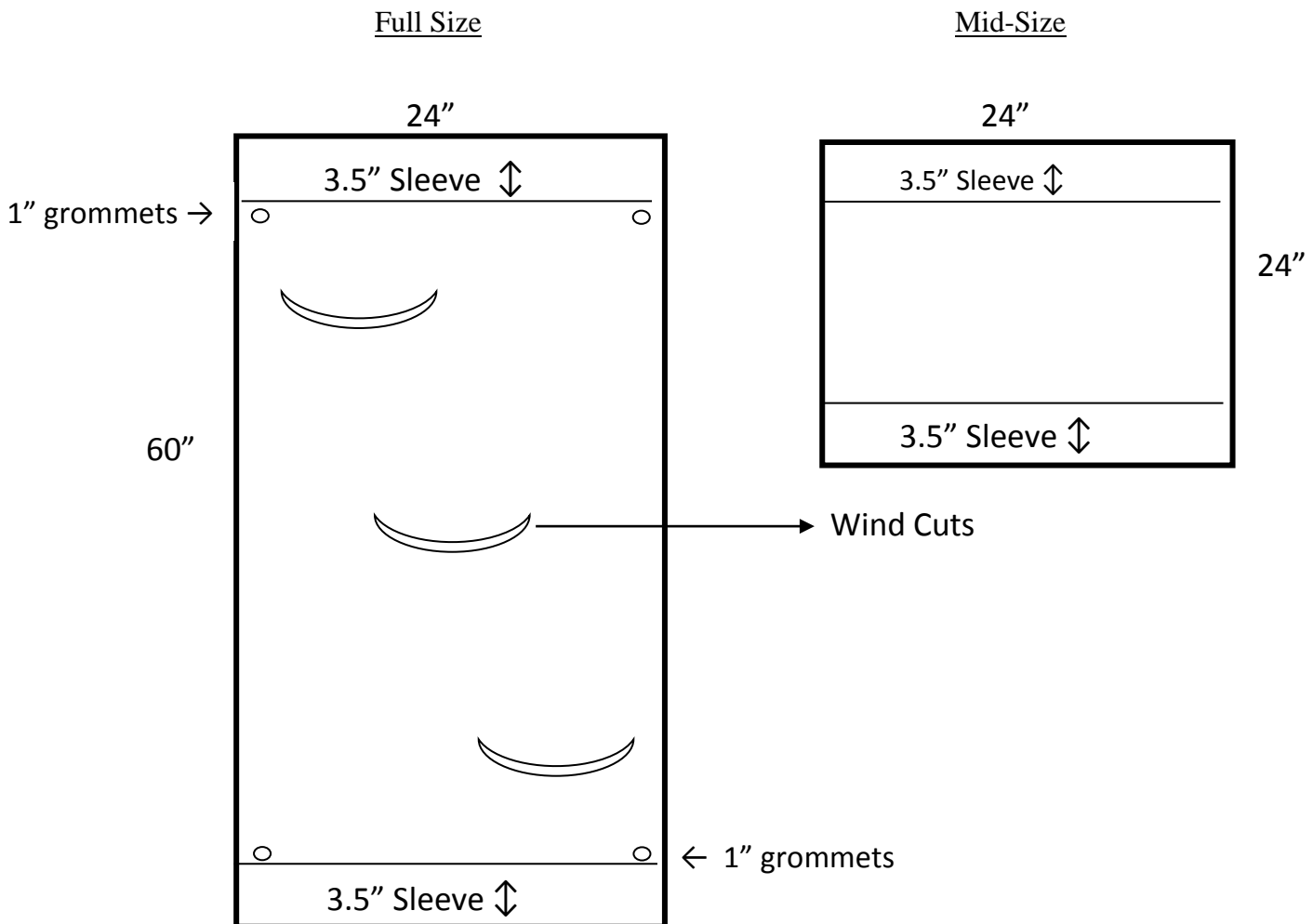
*The graphic design must be approved by the DMD before it is sent for production / printing.* Applicants are responsible for printing costs and can choose to outsource the printing on their own or use DMD services. All banners must comply with the following specifications:

### FULL SIZE BANNERS

- Dimensions: 24" x 60"
- Double-sided print with wind cuts
- 3.5" sleeves, top and bottom within the 60" height
- 4 - 1" grommets above and below the 3.5" sleeves
- Material: Vinyl

### MID-SIZE BANNERS

- Dimensions: 24" x 24"
- Double-sided print, NO wind cuts
- 3.5" sleeves, top and bottom within the 24" height
- Material: Vinyl



## Banner Types and Examples



**Double Display** Poles contain two full size banners.

Each Full Size banner is double-sided, 24" x 60" with 3.5" sleeves, four 1" grommets, and wind cuts. Each Full Size banner may have its own design, or both banners may be used as one design by bleeding from one banner to the other.



**Single Display** Poles contain one full size banner.

This pole uses one Full Size banner. Banners are the same type used for double display poles, however, the use of the design bleeding from one banner to the other will not work with this pole, each banner must be its own design.



**Mid-Size Display** Poles contain one mid-size banner.

Each Mid-Size banner is double-sided, 24" x 24" with 3.5" sleeves. These banners are placed on South Stanton Street, South El Paso Street, and in the Union Plaza District.



## Downtown Street Banner Program Pricing

### Payment

Upon the customer's completion and submission of the required El Paso Downtown Street Banner Program Application to the DMD office, an invoice for the required 50% down payment will accompany the issuance of the Use Agreement to the customer for review and signature. Along with the return of the fully executed Use Agreement by the customer, the 50% down payment must be received by the DMD in order to begin prompt processing of the customer's street banner order (reservation of the banner locations). Non-receipt of the specified advance down payment will result in delay of the order. Once banners are installed, a second invoice to the customer for the remaining balance due will follow. Non-payment of the second invoice within fifteen (15) calendar days from the date of the invoice will result in removal of the banners.

### Long-Term Commitment Discount Guidelines and Price

- Commitments to a banner display period of more than 6 months will receive a 20% discount for every rental month *after* the sixth month as shown in the pricing table below.
- Extensions will not receive the discount. All long-term commitments must be made at the initial application for the discount to apply.
- Any requests made by the customer during the term of the rental contract, i.e., removal/replacement/relocation of a banner(s) will be billed at \$10.00 per individual banner.

### Pricing

#### Monthly Rental Rates

Banner	Standard Monthly Rate	Non-Profit Rental Rate	Long Term Commitment Standard Discount Rate	Long Term Commitment Non-Profit Discount Rate
Full Size Double Display	\$70.00	\$50.00	\$56.00	\$40.00
Full Size Single Display	\$35.00	\$25.00	\$28.00	\$20.00
Mid-Size Display	\$17.50	\$12.50	\$14.00	\$10.00

### DMD Production Pricing

Cost per Banner	Full Size Banner	Mid-Size Banner
	\$40.00	\$20.00

The customer may choose to use their own printing company for banner production; however, banners must meet DMD specifications and requirements. Please see Banner Specifications for requirements.

### Removal

A removal fee of \$10.00 per banner will be applied, if the applicant wishes to have the banners preserved. The DMD will carefully remove banners and keep them in the best possible condition for pick up by the customer at the DMD office.