

Downtown Wayfinding Kiosk Program

A program to showcase Downtown El Paso's culture, events, and community pride.

Guidelines

Kiosk posters should look professional and focus on promoting Downtown events, programs, or campaigns. Political ads are not allowed. If a business would like to be featured, their logo cannot take up more than 20% of the poster. To promote a business, the poster must also include the DTEP Champion logo, which should be the same size as the business logo. The design must be approved by the DMD.

DTEP Champion

A DTEP Champion is a proud commercial supporter of Downtown El Paso, featured on our Wayfinding Kiosks to highlight their commitment to the community.

Kiosk Poster Specifications

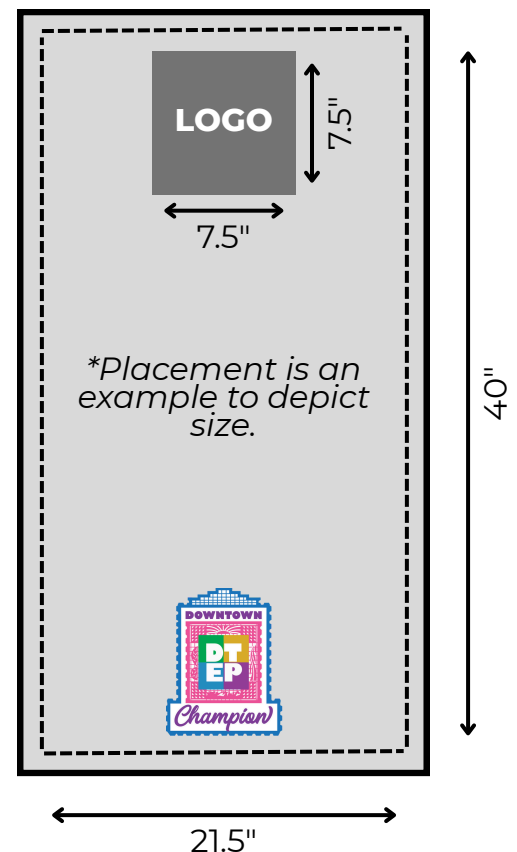
- Dimensions: 21.5" W x 40" H
- Allow for 1" margin on all 4 edges with bleed
- Logos will be approximately 7.5" x 7.5"
- Material: Vinyl on 1/4" thick coroplast

Promotional Opportunity

Promote your message on one of 21 kiosks located across key Downtown districts. Each four-sided kiosk offers two panels for high-visibility exposure. Posters are installed by the DMD. Political ads are not allowed. Locations may change if affected by construction.

Rental & Production Rates

Kiosk poster rentals are available at a standard rate, or with a discount for commitments over six months if selected at application. Extensions don't qualify. Posters must meet DMD specs; production is available and preferred through the DMD.



Monthly Rental Rates: \$40.00

**Long Term Commitment
Standard Discount Rate: \$33.00**

DMD Production: \$48.00

For More Information:

**Contact Teresa Mais at (915) 400-2295
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