



## Banner Reservation Guidelines

### TYPES OF BANNERS & LOCATIONS

#### Vertical Banners (Pole Banners)

**Fee** Each Vertical Banner is \$60.00 for a three-week period, Monday to Monday.  
Monday holidays = Tuesday installation.

#### Locations

The City of San Rafael provides 63 light poles from Tamalpais to H Street that can hang two banners each (refer *Banner Location Template*), for a total of up to 126 banner locations. You may choose which poles you wish to use and may hang one or two banners on each light pole; the application form must indicate street, sidewalk, or both. Installation must be for at least one block.

#### Horizontal Banners (Across-Street Banners)

**Fee** Each Horizontal Banner is \$360.00 for a three-week period, Monday to Monday.  
Monday holidays = Tuesday installation.

#### Locations

The city provides two locations to hang horizontal banners that span Fourth Street:

- Fourth Street and Tamalpais Avenue (east end)
- Fourth Street and Second Street (west end)

Please see specifications and examples below for more information on each type of banner.

### GUIDELINES

- The banner poles in Downtown San Rafael are for use by the City of San Rafael and any San Rafael based non-profit organization advertising an event within the city limits. The City of San Rafael may preempt use of the poles for a city banner at any time.
- An application shall not be accepted more than one year in advance. Reservations begin at the start of the calendar year on a first-come-first-served basis. Banner requests are accepted starting on October 1.
- The required fee must be paid prior to the hanging of the banner(s).
- Banners must be delivered to the Department of Public Works at 111 Morphew St. San Rafael, five to seven business days before the hanging period or they may not be hung. Fees paid will be forfeited if banners are not delivered on time.
- An Insurance Certificate for \$1,000,000 liability coverage must be submitted with an additional endorsement naming the City of San Rafael as additionally insured.
- Before installation, the City shall review and approve banner text, materials, and colors. All banners must be two-sided.
- The city will not store banner(s). Based on space availability, banner(s) may be hung for a maximum of three weeks at a time, unless the city approves a longer period.

The City of San Rafael is not responsible for damaged sustained to the banner(s) due to acts of nature.



### **SPECIFICATIONS - ACROSS STREET BANNERS**

Banner shall be 30 feet in length and 36 inches wide, with reinforced corners, grommets across the top, and rope sewn into the bottom.

**Metal Grommets** Install grommets in all four corners of banner, then place a ½ inch size metal grommet every 2 feet on top of the banner. This is 18 total grommet holes across top, spaced every 2 feet.

**Wind Slits.** The banner must be made of a sturdy material with holes cut in it for the wind to flow through. The recommendation is 7-inch flaps placed at least every 4 feet. If smaller flaps are necessary to avoid writing or graphics, then more flaps should be used. Less wind resistance means less stress on the banner.

**Reinforcing** Reinforce banner with double gussets to achieve triple thickness at all four corners to prevent tearing and make the banner last longer. Most banners fail without reinforcement.

**Ropes** Ensure that a ¼ inch ply rope with a solid core is sewn into a sleeve along the bottom of the banner, with 30 feet of excess rope extending on both sides. Total length of bottom rope should be 90 feet. Secure the bottom rope to the banner to prevent sliding. All banners must be ready to hang with all rope included. Installers will attach clips. NOTE: It is VERY important to include a **well-secured/sewn-in rope along the bottom** of the banner. The West End location can be very windy.

A banner not properly prepared will not be hung until corrected by the applicant.

Banner text, materials and colors shall be reviewed and approved by the City before installation.



### SPECIFICATIONS- POLE BANNERS

Pole Banners must measure 30 inches wide by 60 inches long with a 4-inch hem on top and on bottom. The print area should not bleed into the hem area.

Metal grommets that are 1/2 inch in size must be placed one inch from inside edge, which is the pole side, close to the hem stitching both top and bottom.

Please ensure that the company that designs your banners measures the banners to meet the requirements. Banners not made to specification will not be hung.

