



## **Downtown Wooster Banner Program**

### **General Overview:**

Main Street Wooster, Inc. strives to enhance the community of Wooster by improving the quality of its downtown businesses and living environment through planning, organization, design, promotion, and economic development.

Main Street Wooster manages the rental, installation, and content of the banners displayed along the streets of downtown Wooster. The City of Wooster graciously places and hangs the banners for our downtown region.

### **Terms:**

- The cost per banner is \$150.
- Each organization must order 5 banners unless prior arrangements are made. We allocate five banners per organization to allow fair representation. Many organizations order one spare banner to have on hand if one becomes too damaged/dirty for an attractive display.
- Delivery is approximately four weeks from receipt final art.

### **Regulations:**

Banners must represent or promote a non-profit organization's cultural, charitable, or civic events or activities of general public interest. The non-profit organization must have a bricks-and-mortar location within the Wooster city limits and on the list of City approved non-profits. Commercial advertising is not permitted for the downtown banner program; however, corporate sponsors of the foregoing may be acknowledged on the bottom 25% of a banner.

### Display Content and Design:

1. Allowable Displays: The following displays are permitted on street banners:
  - a. Advertisements or promotions of community organizations;
  - b. Advertisements or promotions of community events;
  - c. Advertisements or promotions of activities sponsored by the City of Wooster, Wayne County, the State of Ohio, or a governmentally owned educational institution;

- d. Advertisements or promotions of community events that are commercially sponsored;
- f. Advertisements or promotions of fundraising events for community organizations, and community service organizations for their program support.

2. Non-allowable Displays: The following displays are not permitted on street banners:

- a. Personal messages;
  - b. Promotion of a commercial for profit enterprise, activity, or event;
  - c. Advertisements for profit organizations promoting an event;
  - e. Messages of political parties or political groups;
  - f. Advertisements of clubs or organizations for events that are primarily open only to members of those clubs or organizations;
  - g. Messages that could be interpreted as “hate speech;”
  - h. Messages of a sexual nature.
3. All corporate sponsors must have a brick and mortar location within the City of Wooster corporation limits, and must be on the approved list of sponsors.

### **Application Process:**

First-time banner applicants are encouraged to call Main Street Wooster, Inc. at (330) 262-6222 before applying to ensure a clear understanding of the process and standards. All proposed messages must be reviewed and approved by Main Street Wooster, subject to final approval by the City.

Banners will be ordered through Main Street Wooster; a 50% deposit is required prior to ordering. Completed artwork must be delivered to Main Street Wooster according to the specifications below. Production of banners takes about four (4) weeks, please ensure to have an order confirmed at least five (5) weeks prior to the selected rotation.

### **Availability:**

Main Street Wooster offers three potential calendar opportunities for which an organization’s banners will be placed, these date ranges are subject to flexibility dependent upon weather conditions. These opportunities are:

- 1. March – Mid-May,
- 2. Mid-May – July,
- 3. August – Mid-October.

Veteran banners are displayed from mid-October through mid-November. Holiday Banners and lights are placed from mid-November through January.

In addition to date limitations, the total number of banners and rotation schedule may limit availability. When circumstances limit the addition of banners to the program, approved messages and entities will be placed on a waiting list.

To ensure an equal spread of representation, we allocate five (5) banners per organization. We recommend producing one additional banner as a spare, in case a banner on display gets too dirty or damaged to showcase well.

### **Program Specifications:**

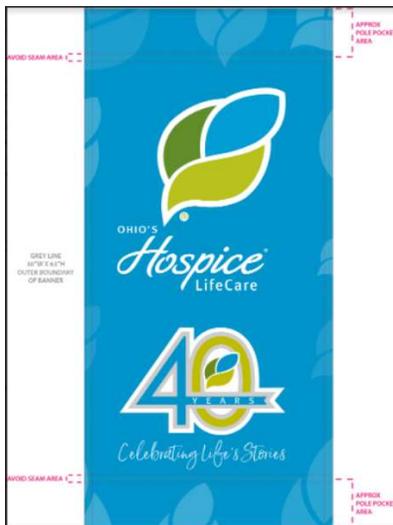
A new banner will be utilized for at least two (2) years to ensure the best quality and representation of your organization. After the second year of use, your organization may pick up the banners and use them in any way you see fit. Depending on whether there is a waiting list for new program banners, you may have the option to reorder new banners for the next season.

### **Banner Specifications:**

Banners will be ordered with the following criteria – please bear these in mind when creating a design.

- Art requirements:

1. Actual size art live area: 30" wide by 63" high. Please note that the background should be 30" x 63", but the content image should be 28" wide x 49.5" high to fit within the seams of the pole pockets and edges.



2. must be in vector format
  3. must convert all text and art to outlines
  4. must be saved as either PDF or EPS format
  5. must be at least 300 dpi at print size
- Banners are printed CMYK. Pantone Matching System (PMS) color code guidelines are helpful to closely match your preferred colors.
  - White and light-colored backgrounds are strongly discouraged due to premature wear and the dirt they collect.

- Phone numbers, addresses, and web addresses are not permitted in the banner design.