



Contact:
Amber Caka
361-798-3681 option 3
<https://cityofhallettsville.org/permits/>

LAMPOST STREET BANNER PROGRAM POLICY

Purpose: The Primary purpose of the Lamppost Street Banner Program is to give advertising opportunities to the events held within the City Limits of Hallettsville, as they make a visual impact where hundreds of people see them each day.

Lamppost Banner Locations: 6 locations

Hwy 77 N - Pole at North Texana & Cathy Drive and North Texana & Rothschmitt Lane

Lavaca River Bridge - Southwest Pole and Northeast Pole

Hwy 90A Eastside of Hallettsville - East Fourth & Industrial Lane and East Fourth & South Ridge

Application Process: Application and payment are due at least 30 days prior to installation. Reservations are finalized upon submission of application and payment. Reservation may only be made up to one year in advance.

Fees: Fees collected by the City of Hallettsville cover the costs associated with application processing, installation, and removal. The fee will be \$30.00 per banner.

Design Review and Approval: Attach a draft of your banner for design review with your application. Design containing advertisement of any commercial (business names including sponsors) or political purpose will NOT be approved. The City reserves the right to reject banner design at its discretion. The City will NOT review for technical specifications. Please see the Lamppost Banner Technical Specifications & Design Requirements.

Banner Design and Fabrication: The City does not design or fabricate banners. Ensure your vendor uses current City of Hallettsville Lamppost Banner Technical Specifications & Design Requirements. Banners not meeting the required technical specifications will not be installed.

Banner Delivery and Pick-Up: Deliver your banners 5 to 10 business days prior to installation. Pick up your banners no later than 5 business days following the date of removal. Unclaimed banners will be disposed of after 10 business days unless prior arrangements have been made.

Banner Delivery/Pick-Up Address & Hours:

401 E Second, Hallettsville, TX 77964. Monday through Friday, 8 a.m. to 3 p.m.

Reusing Banners: Banners may be reused from previous years if they meet the current specifications and are in good condition. City staff will inspect banners prior to installation. Main points of inspection will be to the Banner Sleeves.

Cancellations and Refunds: The City of Hallettsville will not provide refunds or cancellations after an application has been approved. The City is not responsible for damage to or loss of any banner(s), including loss of the value of the banner and/or installation period.



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LAMPOST STREET BANNER APPLICATION

Name of Contact

Name of Organization

Mailing Address

City

State

Zip Code

Phone Number

Email Address

Event Name

Installation Date

Removal Date

Number of Banners

Is a draft of your banner attached?

Selected desired locations of your banners:

- ☐ North Texana & Cathy Drive
☐ North Texana & Rothschmitt Lane
☐ Bridge - Southwest Pole

- ☐ East Fourth & Industrial Lane
☐ East Fourth & South Ridge
☐ Bridge - Northeast Pole

Signature

Date

City Use Only

Design Attached

Design Approved

Desired Dates Available

Desired Locations Available

Payment Received

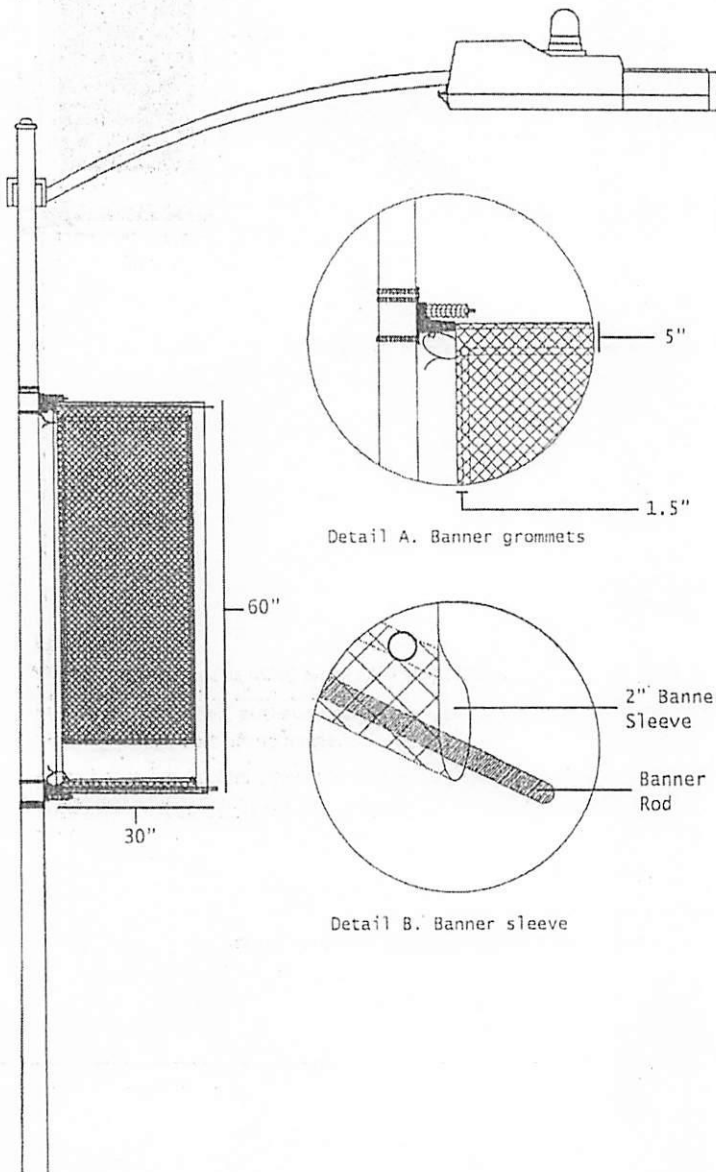
Application Approved

Copy Sent to Public Works

Signature & Date



Lamppost Banner Technical Specifications & Design Requirements



Detail A. Banner grommets

Detail B. Banner sleeve

TECHNICAL SPECIFICATIONS

1. Banners shall be 30" x 60" in size.
2. Banners shall be made of vinyl resistant to ultraviolet rays, mold and mildew.
3. Each banner shall have four (4) brass grommets, two on each side (see Detail A).
4. Each banner shall have two (2) double-stitched reinforced sleeves on top and bottom. Sleeves for banner arms must be 2" wide (see Detail B).
5. All banners must be printed on both sides.

DESIGN REQUIREMENTS

1. Banner design should include no more than 3-4 elements. These typically include:
 - Event name with an optional "call to action phrase"
 - Date and location (consider not using exact dates)
 - A single graphic image
2. Headline lettering shall be no less than 5" high.
3. Subhead lettering (e.g. event date and location) shall be no less than 4" high. If the event will reoccur, consider omitting dates so that banners can be reused.
4. Image resolution shall be no less than 300 dpi (dots per inch).

DESIGN TIPS

- *Make each element as **BOLD** and *vivid* as possible.
- *Use a sans serif font, as they are easier to read from a distance. Refrain from using more than two font styles on a banner, unless part of the image.
- * Use background colors other than white, beige and pale blue for best visibility.
- *Use high-contrast colors for best readability.

Banners not meeting the specifications will be rejected.

Refunds are NOT granted for banners that cannot be installed because of incorrect specifications.