

Banner Specifications and Guidelines

Content Guide

We are unable to approve or hang any banners that do not comply with all regulations set forth by Colorado Department of Transportation (CDOT). Main Street Steamboat has been designated to enforce these Banner Guidelines. All banners must be proofed or approved by Main Street Steamboat in accordance with state guidelines.

Corporate Logos or anything that can be interpreted as advertising will not be displayed across the highway as mandated by CODT. Banners that do not comply will not be hung. If one is mistakenly hung, it will be taken down until it is altered to comply with state guidelines. Size guidelines must also be strictly adhered to.

CDOT uses the following criteria in permitting a banner within the State Right of Way:

- Appropriate Messaging – the Banner message shall be limited to the name and date of the event. An event logo can be used if it is specific to the event and not advertising a specific business. No phone numbers, websites, or corporate sponsors are permitted.

Example- Allowed

Hot Air Balloon Rodeo July 16-17 Bald Eagle Park

Example- Not Allowed

Steamboat Pilot Presents the Hot Air Balloon Rodeo July 16-17

www.steamboatpilot.com

Banner Size Specifications

- 3 feet high and 20 feet wide
- 18 oz minimum weight polyester reinforced vinyl fabric intended for double sided use
- 4 8" x 4" high semi-circular vents per every 2' of banner length to avoid tearing
- Reinforced corners to prevent damage

- ½ inch ID grommets must be placed in all 4 corners of the banner and at a minimum of 18” to 30” apart throughout the entire outer edge of the banner

The City of Steamboat Springs and Main Street Steamboat are not responsible for any damage to banners or banners that may be misplaced.

Banner Schedule Request

Please fill out the form below and email to: Lisa Larkin at LLarkin@Mainstreetsteamboat.com

Contact information

Name: _____

Phone Number: _____

Email: _____

Event Name: _____

Event Dates: _____

Banners are hung for a 2-week period determined by the City of Steamboat Springs. There is a **\$125** charge for each 2-week hanging period.

Requested Date for Banner to go up (Monday): _____

Number of 2-week periods requested: _____

Confirmation and scheduling will be done via email. We reserve space on a first come first serve basis and the schedule fills in quickly. Your request will be reviewed within 3 days.

Please review the Guidelines before you have a banner printed and **email** a photo or proof of **ALL** banners to be hung. State Guidelines for banners across state highways apply and frequently change.

I have read and understand the Banner Guidelines:

Signature

Date

Please contact Lisa Larkin with any questions or concerns at 970-367-7161.