



City Banners



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City Banners are a highly effective way to publicise an upcoming event, activity or community campaign to reach a wide audience.

Access the world's largest banner network

Reach up to 800,000 workers, residents and visitors to the city every day

Own the City's iconic locations – Martin Place, Hyde Park, William Street

More than 1,400 premium locations throughout the city

Most recognised outdoor advertising by Sydney visitors

Over 120 event campaigns celebrated each year

Outdoor advertising is the second fastest growing advertising medium, second only to digital

Why book City Banners?

- Visitors to Sydney notice our City Banners more than any other form of outdoor advertising
- 75% of consumers claim to take action as a result of seeing City Banners
- City Banners are the second most noticeable type of outdoor ads
- Both residents and visitors believe that City Banners add to the look and feel of the City

The Leading Edge Research, July 2016

Who can book City Banners?

The City of Sydney banner network can be used to promote events and activities which are of public interest, such as:

- Festivals
- Concerts
- Musicals
- Performances
- Movie Premieres
- Tourism Programs
- Theatre
- Sporting Events
- Community Messages

Events and activities that achieve one or more of the following objectives will be considered:

- Held within Sydney
- Increases visitation to Sydney
- Provides direct economic benefits to Sydney
- A national or international event of significant civic value

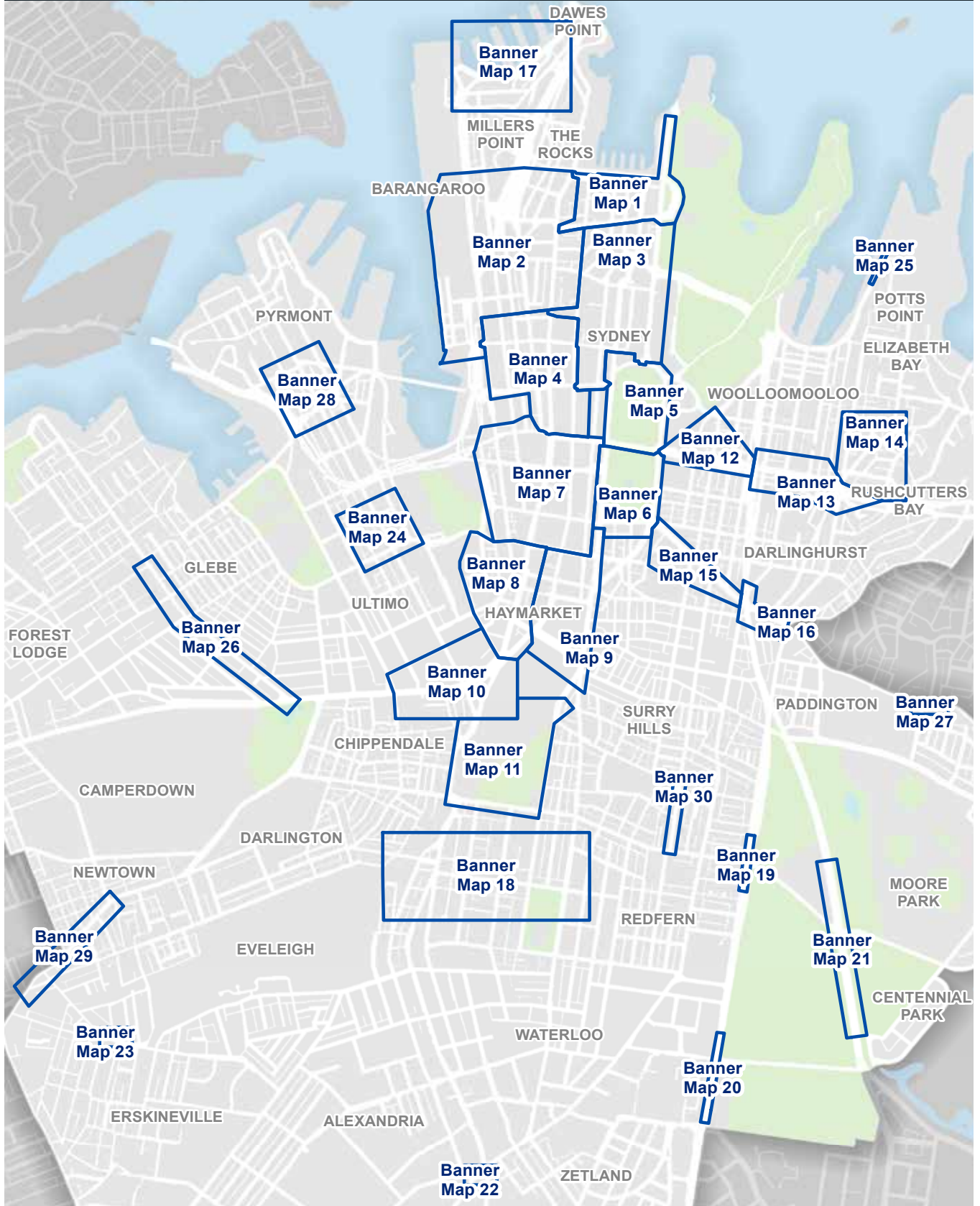
The banner network cannot be used as an advertising medium for commercial products and services and must visually enhance the city's streetscape.

Our Banner Network

The City of Sydney banner network includes locations throughout the CBD and Local Government Area.

Contact banners@cityofsydney.nsw.gov.au for a full inventory of our locations and available banners per area. An interactive version of this map can be found on www.citybanners.com.au

City Banners



Premium Locations

Martin Place

City Locations

Pitt Street

Park Street

Macquarie Street

King Street

Market Street

Hickson Road

Hyde Park

William Street

Urban Locations

Harris Street

Glebe Point Road

King Street

Green Square

Cleveland Street

Erskineville Town Hall

Paddington Town Hall

Banner Pole Types

The City Banners network has three types of banner poles:

Type A Banner Poles

Type A Banner Poles have an arm at the top, which the banner slides over. The arm hangs over the pavement, on the pedestrian side of the pole.

Type B Banner Poles

Type B Banner Poles have an arm at the top, which the banner slides over. The arm hangs over the road, on the traffic side of the pole.

Standard Banner Poles

Standard banner poles don't have an arm, they simply hang freely.

Banner Sizes

The City Banners network has two sizes of banners:

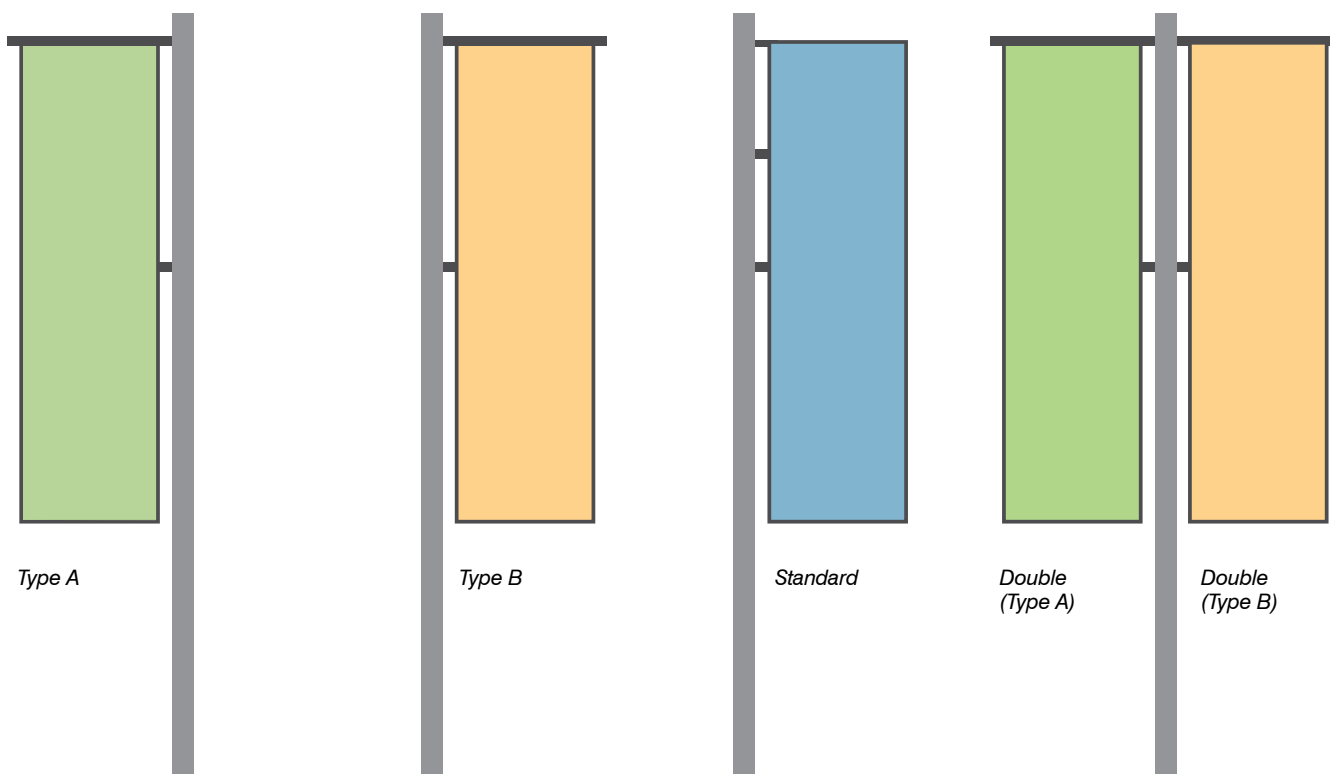
Large Banners

4.5m high × 1.5m wide, our large banners make up the majority of the City Banner network.

Small Banners

3m high × 1m wide, our small banners are located in some of our City & Urban locations.

Contact banners@cityofsydney.nsw.gov.au for a detailed listing of where the different sized banners are located.



Ten Easy Steps To See Your Banner Campaign on the Street

Secure your Booking	1	<p>Check Availability</p> <p>Contact City Banners (a minimum of eight weeks and a maximum of six months prior to anticipated installation) – banners@cityofsydney.nsw.gov.au to check dates/availability for your preferred banner locations – see maps on www.citybanners.com.au</p>
	2	<p>Receive a Proposal</p> <p>Our banners team will send you a comprehensive proposal which includes all costs (excluding production) relating to your campaign such as pole hire, installation and dismantling and other associated costs such as washing, labelling and packing or disposing of banners.</p>
	3	<p>Production Costs</p> <p>Obtain a quote from a banner manufacturer to print and supply your banners.</p>
	4	<p>Lock in your Dates</p> <p>Sign your City Banners quotation and send it back to our banners team to let us know you've accepted the costs and our terms and conditions and are happy to proceed.</p>
	5	<p>Key Dates, Deadlines and Deposit</p> <p>We'll let you know the key dates and deadlines for you to put in your diary, and send you a deposit invoice.</p>
	6	<p>Secure Your Booking</p> <p>Paying your deposit invoice (30% of banner campaign costs) secures your booking and allows us to proceed with your installation.</p>
Produce your Banners	7	<p>Artwork Approval</p> <p>The City Banners team needs to approve your artwork at least six weeks before installation.</p>
	8	<p>Banner Sequencing and Production</p> <p>Once your artwork is approved, we will confirm the sequencing of your banners and provide you with a final banner breakdown for you to pass on to your banner manufacturer.</p>
	9	<p>Banner Delivery</p> <p>Banners must be delivered at least two weeks prior to the installation of your campaign.</p>
	10	<p>Final Payment</p> <p>When your campaign has been installed, we'll send you the final invoice for payment.</p>



See your City Banners Campaign on the Street!

All designs must meet the City's guidelines and need to be approved by the City of Sydney before banners are produced.

Design Guidelines

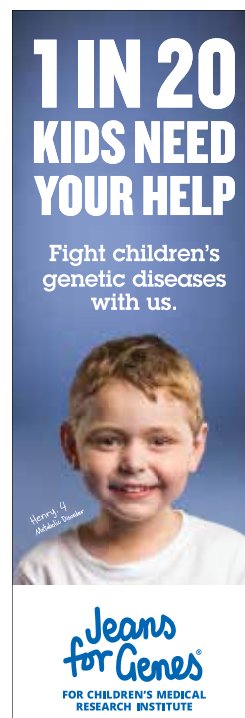
Approval is subject to compliance within the standards set out in our Terms and Conditions. Complex campaigns are permitted to have up to six designs.

Effective Banner Designs (useful tips for your graphic designer)

- Use simple, bold graphics or images
- Keep text limited, with a high degree of contrast between text colour and background
- Avoid pale backgrounds as they can be difficult to read and discolour easily
- Images and text should complement each other
- Avoid dates on designs if you would like the banners to be re-used

Use of Logos

Logo recognition (including corporate/sponsor logos, lock-ups and naming rights) must not exceed 20% of the total surface area of each banner design.



Banner Specifications

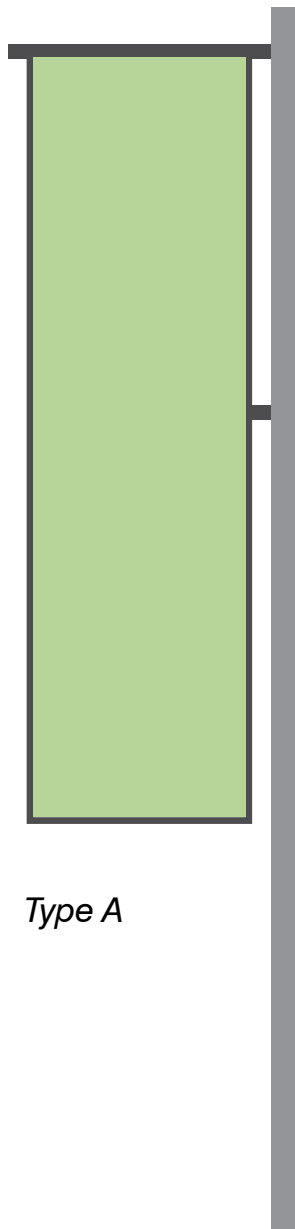
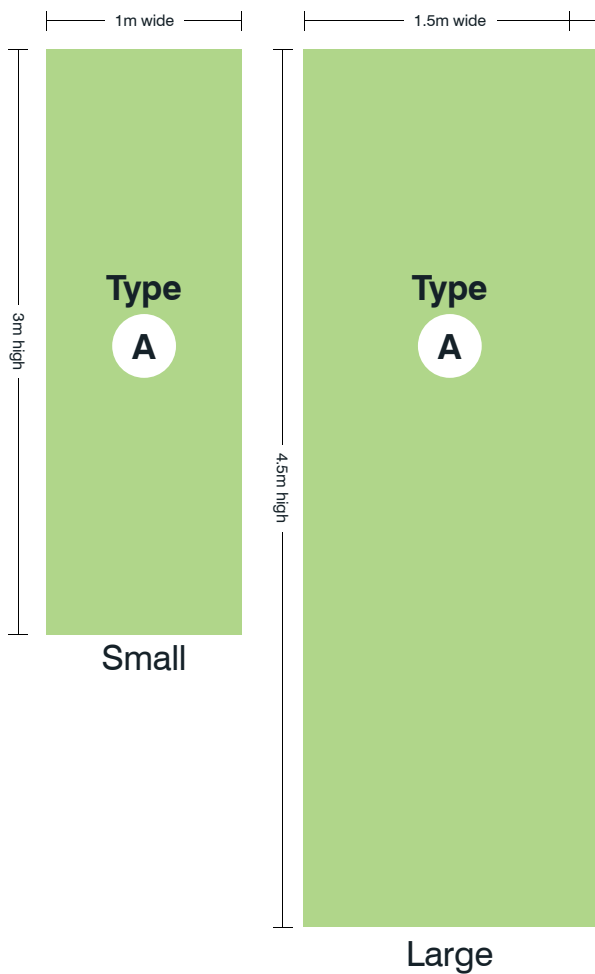
Once you've locked in your banner manufacturer, it is up to you to liaise with them regarding the production of your banners.

Type A Banner Poles

Type A Banner Poles have an arm at the top. The banner is attached both at the top (via a sleeve on the banner which fits over the banner arm) and at the side of the bannerpole. The banner hangs over the **pedestrian** side of the pole.

Type A Banner Poles come in both Large (4.5m x 1.5m) and Small (3m x 1m).

Type A Banners can be combined with Type B Banners to create a Double Banner arrangement.



Comprehensive specifications for banner manufacture can be found on our website www.citybanners.com.au

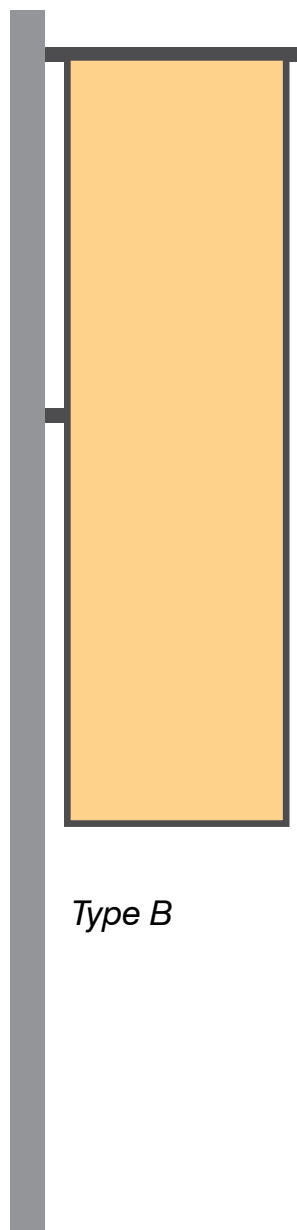
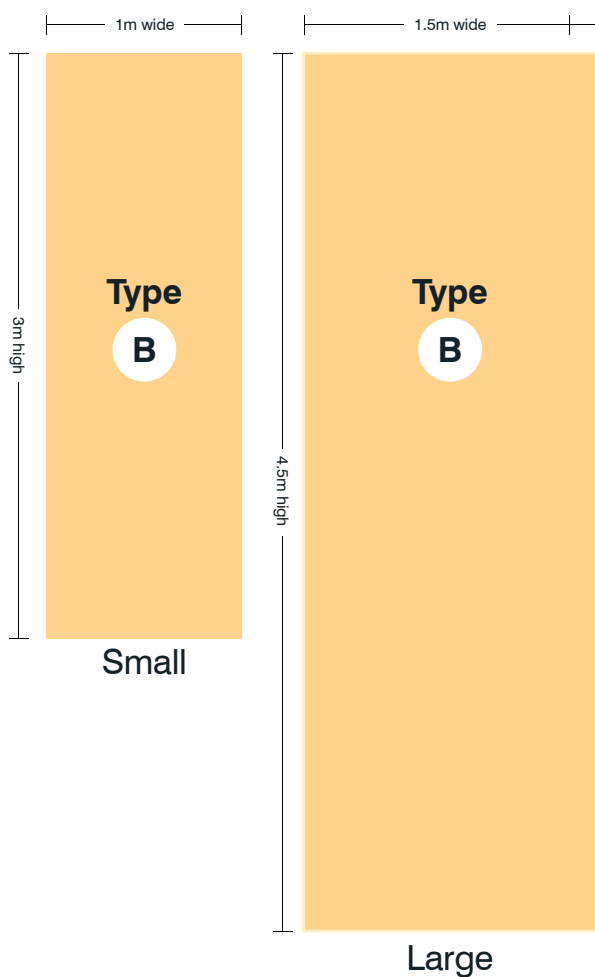
Type B Banner Poles

Type B Banner Poles have an arm at the top.

The banner is attached both at the top (via a sleeve on the banner which fits over the banner arm) and at the side of the bannerpole. The banner hangs over the **traffic** side of the pole.

Type A Banner Poles come in both Large (4.5m x 1.5m) and Small (3m x 1m).

Type A Banners can be combined with Type B Banners to create a Double Banner arrangement.

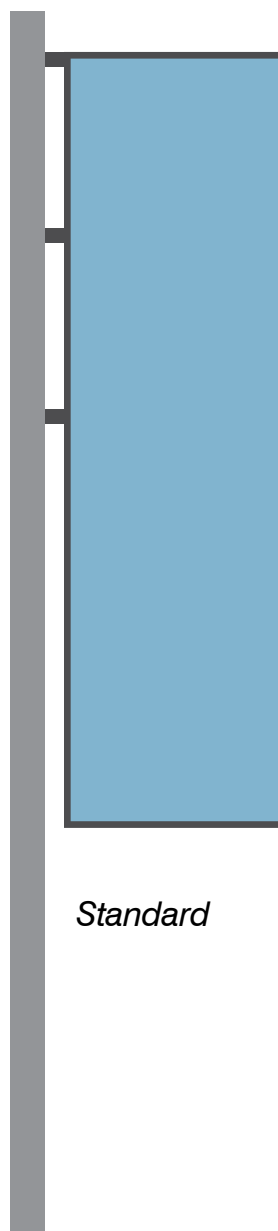
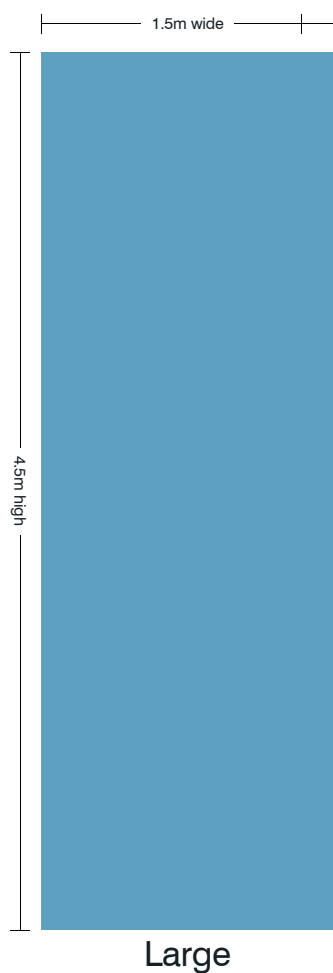


Comprehensive specifications for banner manufacture can be found on our website www.citybanners.com.au

Standard Banner Poles

Standard Banner Poles don't have an arm on which to hang the banner, they simply hang from the eyelets on the side of the pole.

Standard Banner Poles come in one size only (Large – 4.5m x 1.5m).



Comprehensive specifications for banner manufacture can be found on our website www.citybanners.com.au

We've enjoyed working closely with City of Sydney for the past decade, utilising their extensive banner network to promote major exhibitions including the much loved annual Archibald Prize and the record-breaking Picasso exhibition. An essential part of many of our marketing campaigns, the banners are an extremely effective channel for increasing awareness and reaching a mass audience.

Art Gallery of New South Wales

Tips for Banner Production

Banners should be made:

- with double-stitching on all sides
- out of durable polyester such as trilobal cloth or canvas (shiny fabric does not always work best).

Please refer to the banner production specifications on our website www.citybanners.com.au, for specific details and measurements.

Banner Sequencing and Production Breakdown

If you have a campaign with multiple banner designs, you may specify to our banners team the way in which you'd like your banners to appear out on the street (obviously according to the zones you have booked). Our team will do their best to accommodate your requests and sequence your banners accordingly, but we cannot guarantee that all requests will be met.

Please indicate when booking your campaign if you will be re-using previous banners or if you have specific plotting instructions.

Maps showing the banner poles you have booked and the way in which your banners are to be sequenced will be provided to you upon approval of your artwork. The maps will be accompanied by a breakdown of banner types which you must then pass on to your banner manufacturer.

Packaging and Delivery

Banners must be individually packaged and labelled. All banners must be delivered in a single delivery to the installer at least 2 weeks prior to the installation date.

Late delivery and incorrectly labelled boxes/bags of banners will incur an additional fee.

Installation and Dismantle

All installation and dismantling is conducted by the City of Sydney's appointed contractor, and takes place from Sunday evenings after 9pm.

Return Delivery

At the time of booking, the hirer should confirm if banners are to be returned or disposed of once dismantled – fees will be charged accordingly (refer to Hire Rates). Banners will be returned six weeks after being dismantled.

Banner Recycling

If you would like to arrange for your banners to be re-purposed or recycled there are options available.

For more information, please contact banners@cityofsydney.nsw.gov.au.

How early can I book?

Banners can be booked no earlier than six months prior to your anticipated installation date. Please contact us for availability.

How late can I book?

To give you enough time to have your banners manufactured and us enough time to approve your artwork and organise your banner installation, bookings should be made at least eight weeks prior to the anticipated installation date.

Are the deadlines flexible?

Our deadlines have been put in place to ensure banner campaigns are installed on time and correctly sequenced. Any adjustments to deadlines impacts on our internal processes and that of our installer, so deadlines must be adhered to.

Are design and/or production costs included in the quote?

No. Design and production is not provided by the City. It is up to you to obtain costs for having your banners designed and manufactured.

How many times can we re-use our banners?

Due to deterioration through weather conditions, banners can be used up to three times and for no more than six weeks at a time.

If you're unsure of the condition of your banners and whether we'll be happy for them to be re-used, please send us a sample and we'll let you know.

If you would like to re-use your banners, they must be washed and individually packaged and labelled. Please let us know you want to re-use old banners at the time of your booking enquiry, so we can try to match up the types of banners you have with your desired locations.

How can I book?

Booking is easy. Simply contact us at banners@cityofsydney.nsw.gov.au with your preferred dates and banner locations and we'll let you know what's available and the associated costs. See our 10 easy steps on page 7.

Can I split a zone?

Zones must be booked in their entirety and cannot be split.

What happens to the banners once our campaign is over?

You can choose to have your banners washed, labelled and packaged prior to having them delivered back to you, or if you're not re-using you can just have them delivered back unwashed or disposed of. If you'd like them to be recycled we have some options you can investigate – please contact us for details.

How many designs can we have?

You can have up to six different banner designs. Campaigns which have between two and six designs are classified as Complex, and are charged accordingly.

We need to approve your design/s prior to you having your banners printed – please send to us at least six weeks prior to your proposed installation date.

How many logos can we include in our design?

Logo recognition (including corporate/ sponsor logos, lock-ups and naming rights) must not exceed 20% of the total surface area of each banner design.

How do I calculate my banner costs for budgeting purposes?

It is difficult to estimate the cost of a campaign prior to confirming dates and available zones, however you can use our inventory and our rate card (both available on our website) to work out your zones and calculate your approximate costs for hiring, installing and dismantling etc. Don't forget to calculate by the number of weeks you'd like your campaign to be installed and include any additional costs such as establishment fee, washing etc.

Rates and Terms & Conditions of City Banner Hire can be found on our website

www.citybanners.com.au

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31 August - 10 September
Open Daily, Elizabeth Street Store
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