

TOWN OF IPSWICH, MASSACHUSETTS
POLICY DIRECTIVE # _____

DATE ADOPTED: November 25, 2002; (Revised May 8, 2006); (Revised September 14, 2009)

Policy Title/Subject: Banner Specifications

Applications can be obtained from the Board of Selectmen's webpage or in the Board of Selectmen's office at Town Hall. Completed applications should be returned to the Board of Selectmen's office or emailed to jenniferb@town.ipswich.ma.us

1. Banners publicizing local events may be hung for a maximum of **ten days** before the announced event.
2. **Applications to hang banners will be received no more than three months prior to the requested date of display. Conversely, applications must be submitted at least one week prior to requested date.**
3. An installation permit is required from the Board of Selectmen's office. The Electric Light Department will NOT hang a banner with out an approved application submitted by the Board of Selectmen's office.
4. Requests should be submitted in writing listing the name of the event, the sponsoring organization, and the date on which the event is to be held. The applicant must include the exact wording and its placement on the banner; no approval will be made without layout design. The name, address, and telephone number of a contact person should be noted.
5. Approval is subject to space limitations and is granted on a first-come/first served basis. Priority will be given to in-town organizations.
6. Banner requests are approved by the Board of Selectmen or the Town Manager (when necessary).
7. Acknowledgement of sponsorship on the banner will be allowed as long as it covers no more than 10% of the surface of the banner. The Selectmen/Town Manager reserves the right to refuse permission to reuse the banner if it is in questionable taste or condition.
8. Banners will not advertise alcohol or have any relationship to alcohol. This includes but is not limited to, sponsorship, photos, wording and or activities associated with alcohol.
9. Priority will be given to non-profit organizations; however, for-profit organizations are allowed to hang banners as long as the event advertised is for the benefit of the community.
10. Banners promoting religious services are not allowed. However, all non-profit religious organizations are allowed to promote functions.
11. Only three (3) banners will be hung at one time.
12. Certain Banners will be hung whenever space permits. These include but are not limited to HAWC and Recycling.
13. Prior to hanging the banner, the Electric Light Department will review it against the application approved by the Board of Selectmen/Town Manager. No banner will be installed that does not contain the exact wording on the approved permit application.

14. The location at which the banner is to be hung is subject to approval by the Electric Light Department.
15. When the banner is taken down, please arrange to pick it up at the Electric Light Division garage. WE TAKE NO RESPONSIBILITY FOR STORAGE OF SIGNS.
16. The following physical specifications must be observed:
 - A. Maximum length - 18'0"
 - B. Maximum width - 3'6"
 - C. Banner material - Best: 16 oz. vinyl-coated fabric OK: 12 oz. vinyl-coated fabric
 - D. Metal grommets - every 12 inches
 - E. Openings - slotted to release wind
 - F. Manila rope - 5/16" diameter or equal threaded through grommets entire length of banner. Minimum of 100' required to span for pole fastenings

