



## **BANNER SPECIFICATIONS**

Only "Promotional Banners" are eligible for this program. A Promotional Banner is defined in Madison General Ordinance Sec. 31.03(2) as "a banner or series of banners containing a noncommercial message displayed to call attention to cultural events, charity campaigns or neighborhood sponsored activities." Promotional Banners are regulated by MGO 31.075(2).

Banner length is not to exceed 24 feet and width is not to exceed 3 feet.  
Banners are to have air slits every 3 feet to 5 feet minimum to reduce wind load.  
Maximum tensile strength of rope used for attachment to be 400 pounds.

The banner must have the name and telephone number of the applicant and/or person responsible for the banner clearly shown on it, for contact information in case of an emergency. The name/number need not be legible to passing motorists and can be on the back of the banner.

This permit is not transferable. You may not sell, share or trade this permit in any way.

## **INSTALLATION AND REMOVAL**

Each application and permit fee is for one (1) side of the pedestrian bridge only.

After a permit is issued, a banner at the Campus Drive or Park Street locations may be installed onto the pedestrian bridge chain link fence by the applicant or by a licensed sign erector. Only licensed sign erectors may hang a banner on the outside of the fence. If not using a licensed sign erector, the banner should be hung on the *inside* of the fence.

The top of the banner may be no higher than 6 feet above the bridge's walking surface. The bottom of the banner may hang no lower than the bottom of the structure.

The applicant agrees that if the banner is not removed on the final date of the permit, the banner will be removed at the applicant's expense. Failure to pay the cost of removal will result in a denial of future banner or other sign permits under 31.04(4)(a).

## **INSURANCE AND LIABILITY**

A certificate of insurance must be provided to the City a minimum of ten (10) business days prior to installation of the banner. The applicant must provide proof of commercial general liability insurance with limits of not less than \$ 500,000 per occurrence, with the City of Madison as an "additional insured." The permit will not be issued without a satisfactory certificate of insurance and the banner space will be assigned to another group.

The applicant agrees that any damage to City property, fixtures or any other structures resulting from the installation, attachment or display of the banner shall be the responsibility of the applicant.

The applicant further agrees to indemnify, defend and hold harmless the City of Madison, its officers, officials, agents and employees against all loss or expense (including liability costs and attorney's fees) by reason of any claim or suit, or of liability imposed by law upon the City or its officers, officials, agents or employees for damages because of bodily injury, including death at any time resulting therefrom, sustained by any person or persons or on account of damages to property, including loss of use thereof, arising from, in connection with, caused by or resulting from the installation, attachment or display of the banner, whether caused by or contributed to by the negligence of the City, its officers, officials, agents, or its employees.