



## Bridge Banner Program

The City of Edmonton Bridge Banner Program is intended to aid non-profit/charitable organizations or public events in their objectives by providing advertisement space on city overpasses.

### Regulations

- **No sponsor logos or wordmarks allowed.**
- **No advertising of sweepstakes, lotteries, and gambling.**
- Banner must promote a non-profit, charitable cause or public event.
- Applicant must provide a certificate of insurance showing a minimum of two million dollars of general business liability insurance.
- Locations are subject to availability, with a maximum of eight banners per non-profit number per calendar year.
- Multiple applications are accepted up to the maximum of eight banners annually.
- Banners may not advertise or promote commercial products or services, individuals, religions, and political or social viewpoints.
- All banners are limited to a maximum of 10% for commercial sponsor acknowledgement in plain lettering at the bottom of the banner.
- All banner applications are at the discretion of the City, Right-of-Way Management. Applications are not based on first come first serve basis.

### Application

Must include:

- Scaled detail drawing conforming to the design requirements showing the exact wording, font size, style, artwork, and material.
- Current Government of Alberta Corporation Registration Number. Name of applicant must match the name registered on the Corporate Registry System (CORES) or Canada Revenue Agency (CRA) charity listing.
- Certificate of insurance.

### Group/Organization

- Must be a non-profit/non-commercial promoting an event or campaign that benefits the community at large.
- The organization agrees to pay all costs associated with handling of the banners.
- Event must be an occurrence of broad community interest that has a start and end date that is not an advertisement to gain customers or recruitment.
- No funds raised by this event can be retained by individuals participating in the event; all funds gained from the event are to be used solely to support programs/activities of benefit to the community at large.

Please complete the online request form and include copies of the scaled banner design proof and insurance certificate.  
Should you have any additional questions, please email [rowsign@edmonton.ca](mailto:rowsign@edmonton.ca) .



## Banner Size and Material Specifications

- Maximum banner width of 10 meters and height of 1 meter.
- Minimum banner width of 6 meters and height 0.75 meter.
- Banners must be constructed of a recognized banner material that is utilized in the sign industry. No mesh material will be accepted
- Metal grommets must be at a minimum of 30 cm / 12 inch increments.
- Banner edge must be hemmed.
- Banners may be used for a maximum of 4 years from the date they are created.

## Banner installation

- All tools being used **must** be secured to the installer with a safety cord.
- All banners must be installed by a minimum of two adults.
- Installers cannot park or stop vehicles on structures to hang the banners.
- Banners may not create a visual obstruction or touch electrical wires.
- Must be hung over direction of travel not over opposite traffic.
- One banner permitted on a bridge structure at one time.

## Two Approved Methods to Secure the Banner

### 1/8 Inch Plastic Coated Steel Cable

- The cable must be wrapped around the overpass railing one time between grommet every 24 inches for the full length of the banner both top and bottom.
- The suggested cable length is 4 to 5 meters longer than the banner.
- Temporary use of tie wraps is suggested to hold the banner in place while installing the cable.
- The cable must be fastened with cable clamps or other recognized cable fastening devices at each end of the banner.

### 5/16 Inch Black UV Resistant Tie Wraps

- The tie wrap must be wrapped around the overpass railing one time between grommet every 12 inches for the full length of the banner both top and bottom.
- Each tie wrap must wrap completely around the railing, joining of multiple wraps is not permitted.
- Tie wraps must be a minimum width of 5/16 inch, black UV resistant and recognized under the Alberta Building Code for Cold weather use.
- Recognized tie wraps can be purchased from industrial suppliers or electrical suppliers.
- Regular grade wraps found in home improvement stores do not have the strength to safely support these banners.

Cable on top and tie wraps on the bottom is permitted only if the tie wraps are recognized under a Building Code.



## Banner timing

- During the Summer Season (April through September) applications will be accepted for a two-week time frame with up to four banners for those two weeks.
- During the Winter Season (October through March) applications will be accepted for a four-week time frame with up to four banners for those four weeks.
- Banner permits will be issued from Sunday to Saturday in two week increments.
- Banners must be removed by 5 pm on last Saturday of the permit. Failure to remove banners by the end of the permit term may result in refusal of future requests and a ticket from bylaw.

## Banner Design Standards

Banners are hung over high speed roadways, approximately 7 to 8 meters above the roadway. Banner design and layout must be carefully planned. Text size, style and background colour play an important role in the banner's readability. The Transportation Association of Canada (TAC) guidelines were referenced to create the guidelines for the bridge banners.

### Text Style

Use san-serif font for all text. Serif fonts (decorative or script fonts), shadowing or other enhancement of the font is not permitted.



### Colours

Banners should have a high contrast colour from the background to the font. Some examples showing colour contrasts are in the chart below. Larger letters won't always mean better legibility, the area around the letters or what is known as the 'white space' must be sufficient to allow contrast with the background.

| Colour Contrast Chart                      |      |      |      |      |      |      |      |
|--|------|------|------|------|------|------|------|
| Common Colour Combinations High Visibility |      |      |      |      |      |      |      |
| SIGN                                       | SIGN | SIGN | SIGN | SIGN | SIGN | SIGN | SIGN |
| SIGN                                       | SIGN | SIGN | SIGN | SIGN | SIGN | SIGN | SIGN |
| Low Visibility Combinations                |      |      |      |      |      |      |      |
| SIGN                                       | SIGN | SIGN | SIGN | SIGN | SIGN | SIGN | SIGN |
| SIGN                                       | SIGN | SIGN | SIGN | SIGN | SIGN | SIGN | SIGN |



## Font Size

Font size needs to be minimum 12 inches for the main message and 8 inches for website and phone numbers. Font size shouldn't be smaller than 8 inches. Tall slim letters are less legible than shorter standard styles. Consider drivers may only have two or three seconds to view a banner and safely watch the traffic.

| MIN/MAX READABLE DISTANCE |            |     |      | MAXIMUM VIEW TIME (seconds) |      |                  |                  |                  |
|---------------------------|------------|-----|------|-----------------------------|------|------------------|------------------|------------------|
|                           |            |     |      | TEXT HEIGHT                 |      | 25mph<br>40km/hr | 35mph<br>56km/hr | 45mph<br>72km/hr |
| 60' / 200'                | 18m / 61m  | 6"  | 15cm | 8.2                         | 5.8  | 4.5              | 3.7              | 3.1              |
| 80' / 350'                | 24m / 107m | 8"  | 20cm | 10.9                        | 7.8  | 6.1              | 5                | 4.2              |
| 90' / 400'                | 27m / 122m | 9"  | 23cm | 12.3                        | 8.8  | 6.8              | 5.6              | 4.7              |
| 100' / 450'               | 30m / 137m | 10" | 25cm | 13.6                        | 9.7  | 7.6              | 6.2              | 5.2              |
| 120' / 525'               | 37m / 60m  | 12" | 30cm | 16.4                        | 11.7 | 9.1              | 7.4              | 6.3              |
| 150' / 630'               | 46m / 192m | 16" | 38cm | 23.3                        | 15.6 | 12.1             | 9.9              | 8.4              |
| 180' / 750'               | 55m / 229m | 18" | 46cm | 32.7                        | 19.5 | 15.2             | 12.4             | 10.5             |

## Banner Message

The message written on the banner should be ten words or less due limited time for vehicle to read the information.

## Images

Images will be allowed however no text is allowed in front of images. Text must be placed beside the image on the high contrast background.

| READABILITY TIME PER NUMBER OF WORDS |               |                       |
|--------------------------------------|---------------|-----------------------|
| # OF WORDS                           | NORMAL READER | NONFLUENT OR DYSLEXIC |
| 1                                    | 0.7 seconds   | 3 to 13 seconds       |
| 2                                    | 1.4 seconds   | 6 to 16 seconds       |
| 3                                    | 2.1 seconds   | 9 to 19 seconds       |
| 4                                    | 2.8 seconds   | 12 to 22 seconds      |
| 5                                    | 3.5 seconds   | 15 to 25 seconds      |
| 6                                    | 4.2 seconds   | 18 to 28 seconds      |
| 7                                    | 4.9 seconds   | 21 to 31 seconds      |
| 8                                    | 5.6 seconds   | 24 to 34 seconds      |
| 9                                    | 6.3 seconds   | 27 to 37 seconds      |
| 10                                   | 7 seconds     | 30 to 40 seconds      |

Vandalism and unauthorized removal occurs with bridge banners. The City will not be held responsible for any costs or losses involving banners on city overpasses. All banners are hung at the owner's own risk.

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