



# La Mesa Village Association

## LA MESA VILLAGE POLE BANNER APPLICATION

Hundreds of vehicles pass through La Mesa Village every day, not including the hundreds of pedestrians, bikers and city transit commuters. To help you reach this desirable audience, the La Mesa Village Association (LMVA) now offers a pole banner program. Businesses are welcome to use these colorful, exciting and extremely effective pole banners to convey information about your business and/or special events to visitors and residents of La Mesa. Please complete the following information and submit to the LMVA so we may assist you with the process.

### APPLICANT INFORMATION:

Name of Business: \_\_\_\_\_ Date: \_\_\_\_\_

Address \_\_\_\_\_

City: La Mesa State: CA Zip: \_\_\_\_\_

Contact: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

Location Request (limited to 3 choices)			
Locations	Location Choice		
	1st Choice	2nd Choice	3rd Choice
Acacia Ave to Date Ave (on La Mesa Blvd (LMB))			
Date Ave to Spring St (on LMB)			
Spring St to Palm Ave (Northside) (on LMB)			
Spring St to Palm Ave (Southside) (on LMB)			
Palm Ave to Lemon Ave			
Palm Ave to Allison Ave			
Palm Ave to 3 <sup>rd</sup> St (Northside) (on LMB)			
Palm Ave to 3 <sup>rd</sup> St (Southside) (on LMB)			
3 <sup>rd</sup> St to Lemon Ave			
3 <sup>rd</sup> St to 4 <sup>th</sup> St (Northside) (on LMB)			
3 <sup>rd</sup> St to 4 <sup>th</sup> St (Southside) (on LMB)			
4 <sup>th</sup> St to Lemon Ave			

**APPROVAL PROCESS:** LMVA Pole Banner Committee will review each application and designs and approve to ensure consistency. Businesses are to submit a PDF file of the design in accordance with the timeline on the schedule.

**POLE BANNER DISPLAY FEES:** The LMVA is responsible for the installation of the pole banners. The display fees are as follows:

- **Events Pole Banners:** Rental Cost \$100.00 (30 days) + Build Cost \$70.00 + Pole Banner Installation \$24.00 (per pole banner) = \$194.00 per event. In addition to the \$194.00 there is a minimum trip fee for switching out the pole banners before and after the event of \$320.00 x 2 = \$640.00.
- **Business Pole Banners (pole banners can be split with another business):** Rental Cost \$600.00 (6 months) + Build Cost \$70.00 + Pole Banner Installation \$24.00 (per pole banner) = \$694.00 per business

Full payment of the Pole Banner Fees are due upon receipt of payment invoice. Pole Banner locations can be requested, but not guaranteed.

**POLE BANNER PROGRAM DETAILS:** All businesses are responsible for complying with all LMVA requirements regarding content. Pole Banners are for branding purposes only. They are not for promoting products and advertising. If a business is sponsoring an event for brand recognition, the brand can be used but is regulated by the LMVA restrictions. Business logos are restricted to 90% of the total pole banner area. There are No (1) commercial, religious or political messages allowed, (2) tag lines allowed, (3) phone numbers, addresses, email addresses and websites allowed and (4) traffic wordage such a "Stop" or "Yield" allowed.