



La Mesa Village Association

LA MESA VILLAGE STREET BANNER PROGRAM 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 street banner program. Businesses are welcome to use these colorful, exciting and extremely effective 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: 91942

Contact: _____

Email: _____

Phone: _____

Location Request (limited to 3 choices)			
Locations	Location Choice		
	1st Choice	2nd Choice	3rd Choice
4 th St to 3 rd St on La Mesa Blvd (LMB)			
4 th St to Alley			
3 rd St to Palm Ave on LMB			
3 rd St to Alley			
Palm Ave to Alley			
Palm Ave to Allison Ave			
Palm Ave to Spring St on LMB			
Nebo Dr to Date Ave on LMB			
Date Ave to Acacia St on LMB			

Pole Rental limited to 1 quarter per year			
Quarter Choice - Pick One			
Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec

APPROVAL PROCESS: LMVA Village Improvement Project (VIP) 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.

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

- **Events Banners:** Rental Cost \$100.00 (30 days) + Build Cost \$57.00 + Banner Installation \$16.00 (per banner) = \$173.00 per event
- **Business Banners (banner can be split with another business):** Rental Cost \$300.00 (90 days) + Build Cost \$57.00 + Banner Installation \$16.00 (per banner) = \$373.00 per business

Full payment of the Banner Fees are due upon approval of the design to reserve space. Banner locations can be requested, but not guaranteed.

BANNER PROGRAM DETAILS: All businesses are responsible for complying with all LMVA requirements regarding content. Banners are not for promoting products. If a business is sponsoring an event for brand recognition, the brand can be used but is regulated by the LMVA restrictions. Banners are not for "Call to Action" campaigns. Quotes like "visit us at Booth #619" or "visit our website for more details" are not permitted. Business logos are restricted to 90% of the total banner area. No commercial, religious or political messages are allowed. No tag lines or advertising are allowed ("Pepsi" as a company business is permitted, but "Pepsi, the choice of a new generation" is not). No phone numbers are allowed, they are considered commercial content. No traffic wordage such a "Stop" or "Yield" is allowed.