



## City of Ojai Ojai Avenue Banner Standards

Summarized from the City Council Banner Policy

### General Guidelines

1. City programs and activities continue to have first priority for reserving the banner.
2. In case there is a duplicate interest in the same date by different organizations, the City will use a scoring method that considers the location of the organization, the location of the event and the event longevity.
3. Banners require non-profit sponsorship and must display a community oriented event open to the general public.  
A conference or private school open house limited to paid attendees or without a free service or performance available to the community would not qualify.
4. After each applicant is allocated a banner placement week, a second banner reservation may be considered, following the same process. Banners are only advertised for no more than a consecutive 14 day period.
5. A single event may not be promoted more than two times.
6. Banners shall be dropped off at the Public Works yard one week prior to the first day of the reserved week. Placement is generally on Monday mornings for seven days, six days if Monday is a holiday. There is no discount for short weeks.

### Submission Timeline

**December 1 - 31**

Apply for January-March Banner Placement.

**January 1 - March 31**

Apply for April-December Banner Placement

**Three weeks before placement:**

Send digital proof of Banner artwork to Public Works for approval.

**Monday before placement:**

Bring your approved banner to the Public Works yard.

### Deadlines and Fees

7. The City will accept Banner applications beginning December 1 of each year.
  - Applications and fees are due by December 31 for placements in January - March.
  - Applications and fees are due by March 31 for placements April - December.
8. The banner fee of \$200, payable by cash, check or credit card, secures your placement and is non-refundable, unless your digital banner proof is not approved.

### Review

9. The Public Works Director will use discretion to resolve any issues arising from the implementation of this banner policy and will review all banners to ensure that the banner complies with Caltrans specifications for banner size, weight.
10. The Public Works Director will also review and approve the appropriateness of the banner content, and has the discretion to reject banners. Please send a digital proof of the banner to the Public Works department ([jackie.nunez@ojai.ca.gov](mailto:jackie.nunez@ojai.ca.gov)) at least three weeks prior to placement. If it is already printed (repeat event), you may send a photo of the banner.

Banner applications are available at [ojai.ca.gov/banners](http://ojai.ca.gov/banners). Questions? Please call (805) 646-5581, x200.