



# bid banners

NYC & Company  
General



## mechanical diagram

This illustration is proportionate to a NYC & Company banner (8'H x 3'W). While banner creative may be full bleed, these shaded areas delineate the appropriate space for bid and sponsorship logos and indicate the safety area for your most important information.

## map legend

- BID Logo Area: 12"H x 36"W
- Creative // Information Area: 69"H x 36"W
- Sponsorship Area: 12"H x 36"W
- Windslits: These may be adjusted vertically so as not to interfere with your creative.
- Pole Pockets: 4"H x 36"W (no text or copy)
- Grommets: 1"D (no text or copy)

## about

The NYC & Company Foundation is a charitable organization focused on supporting New York City's cultural institutions and their effort to communicate diversity and excitement for the arts of NYC. This foundation works to educate all audiences about the vibrant and diverse cultural communities present throughout New York City.

## mechanicals, requirements and tips

Please provide all illustrations as vector-based line art. Images should be in CMYK, 300DPI @ 50% and no less than 100 DPI at 100%. In Illustrator, you can package your layouts with linked files and fonts, or you can embed your images and outline your fonts.

## preferred software and formats

Adobe Creative Suite:  
Acrobat: PDF/X-1a:2001  
Illustrator: .AI // .EPS // .PDF  
InDesign: Packaged // .PDF  
Photoshop: .EPS // .TIFF (flat)  
Color Mode: CMYK  
Pantones: Convert to Process  
Fonts: Supplied or outlined

## file submission

Directions for uploading files for production are detailed on the following page.

## finished size

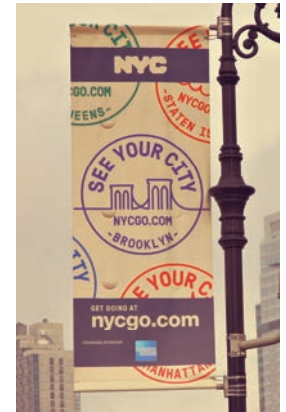
96"H x 36"W

## creative area

69"H x 36"W

## resolution

100 DPI



## approvals and city authorization

Websites and addresses are only allowed for schools, events, educational, and cultural institutions. All final artwork must be received 30 days prior to contract start date. In the case that artwork is not received 30 days prior to the contract start date, our client is responsible for expedited shipping fees. Once artwork is received, it will be submitted to the appropriate City entities for approval. However, the City has ultimate approval. Titan makes the suggestions on this specification sheet as a guide to follow based on past experiences with the approval process.

## city regulations

### Permitted

- Event names
- Locations
- Dates
- Logos within sponsorship area

### Prohibited

- Commercial taglines
- Street addresses
- Phone numbers
- Directional arrows
- Calls to action
- Direct product placement



# bid banners

## Banner Production Timelines

A great deal of time and preparation goes into the production of Titan's banners. Below is a detailed timeline to help walk you through our process.

### banner campaign timeline



#### 1. sales

##### Prospective Campaign Execution

- Discuss campaign objectives with your account executive
- Confirm and approve inventory
- Contract campaign



#### 2. approvals and production

##### Creative Upload // 30 Business Days Prior to Start

- Client to upload artwork to Titan's Banner FTP site

##### Application Process // 1-14 Business Days Required

- Permit application, final map, coverage and artwork submitted to DOT, NYC&Co., BIDs for approval

##### Digital Proof Creation // 1-2 Business Days

- Once approved by the City, artwork sent into production, digital proof sent to client for approval

##### Client Approval // 5-7 Business Days

- Client approves digital proof, artwork moves into final production, shipped to Titan warehouse



#### 3. installation

##### Late Receipt of Materials

- Installation occurs once finished materials are received by Titan's warehouse

##### Installation of Banners // 1-5 Business Days

- Banners installed within 5 days of campaign start date



#### 4. proof of performance

##### Photography

- Banners are photographed within 10 business days and provided upon client's request



#### 5. campaign end

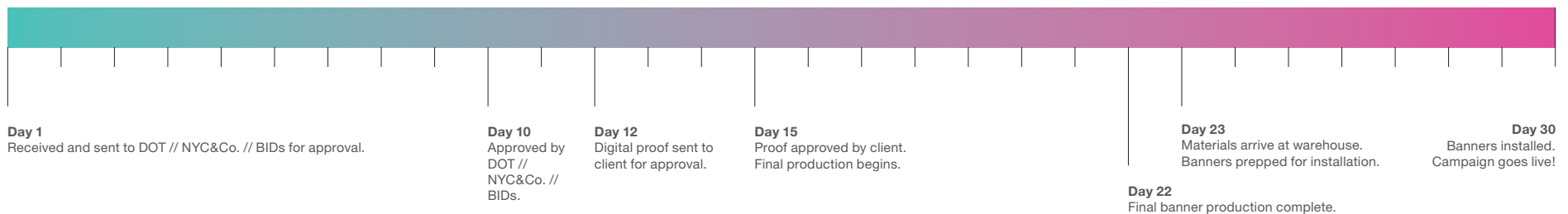
##### Banners Recycled // 5 business days

- At the end of your campaign run, please let your account executive know within 5 business days if you would like any banners returned, or they will be recycled

##### Credential and Contact Information

- To expedite such requests, either a FedEx account number or a scheduled UPS pickup is required

### typical 30-day banner production timeline for client creative<sup>1</sup>



#### Note

<sup>1</sup> Rough estimate of allotted time // Days 10-30 subject to change with campaign progress

banners are an effective sponsorship medium that promotes the city of new york's affiliation with a brand.

# banner creative development

Guidelines for best practices, messaging, and creative solutions

## successful categories



### place-based centrality

- Eat Well in SoHo
- Welcome to TriBeCa
- Dine Out in Meatpacking



### capital of the world

- Business
- Finance
- Fashion
- Food
- Style, and many others



### landmarks

Major institutions, tourist attractions, sports stadiums, museums and galleries, parks and recreation.



### special events

Conventions, exhibits, fashion, festivals, parades, sports.



### celebratory!

Healthy NYC!  
Live Green NYC!  
Stay Fit NYC!



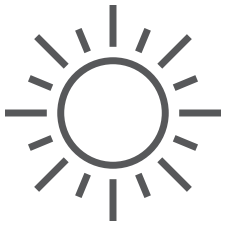
### websites and urls

Permission may be granted for websites to appear on City banners if used for special events. Suffixes such as .com, .org, or .edu, are only acceptable if intrinsic to client's logo.



### imagery

A lifestyle image may be allowed but will be subject to the City's approval. Photographs of people and/or models may require special licensing and releases. Please contact us with any questions.



# positive messaging

It is all about positive messaging. Adhering to City guidelines will ensure a successful campaign. Please note the following content that will not receive City approval.



## wayfinding

Calls to action, directions, directional arrows, building numbers, street addresses, or cross-streets are not permitted on banners.



## negativity

Graphic or controversial content (including violence, sadness, death, nudity, profanity, and explosives) is not permitted on banners.



## famous figures

Prominent or public figures such as celebrities, politicians, musicians, artists (or their names), past or present, may not be featured on banners.



## currency

Dollar amounts of any currency or denomination, donation solicitations, coupons, or promotional offers are not permitted on banners.



## opinions

Religious or political messaging, or opinions in any form are not permitted on banners.



## paraphrasing

Quotes, quotation marks, or any allusions to famous sayings are not permitted on banners.



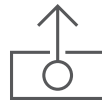
# ready. set. upload.

Titan operates its own in-house printing service, and we have our own FTP (file transfer protocol) site through which you can send your finished banner artwork. Below is a screengrab showing you the information you will need to submit for us to process your job.



## zip it!

If you have more than just a .PDF, such as fonts, images, and your source layout, please be sure to compress them all into an appropriately titled .ZIP file which we can trace.



## <https://bannersftp.titan360.com>

The screenshot shows a web form for uploading banner artwork. At the top, a message states "Files cannot exceed 2 GB". The form contains several input fields, each with a red asterisk indicating a required field: Advertiser Name, Your Name, Company/Agency Name, Phone Number, Email, Number Of Files, Posting Instructions, Campaign Start Date, and Campaign Location. There are also fields for Contract Number and Account Executive. At the bottom, there are five file selection rows, each with a "Browse..." button and the text "No file selected.". Below these rows is an "Upload Files" button. A blue footer bar at the bottom of the form contains the text "for FTP support contact FTP Support".



## ftp support

Having issues? Confused? Please contact us at:  
[IT.support@titan360.com](mailto:IT.support@titan360.com)