



MAIN STREET KIOSK POSTERS GUIDELINES

THE BLOCKS is providing Arts & Cultural organizations in the downtown Salt Lake area the opportunity to display posters in the (4) kiosks on Main Street, free of cost.



ABOUT

Only events and activities occurring at a downtown venue, within the boundaries THE BLOCKS (North Temple to 400 South and 400 East to 600 West) or produced by local arts and cultural organizations will be permitted to use the kiosks. Exceptions may be made to the policy concerning eligible participants and subject matter by THE BLOCKS for events, activities and informational campaigns of major civic importance.

There are six (6) windows on each kiosk. Five windows are available on a first-come, first-served basis. The sixth window is reserved for THE BLOCKS use. You may reserve up to four (4) windows per application.

As the managers of the Main Street Kiosk Program, THE BLOCKS reserves the right to schedule any and all of the display space on the kiosks for any promotional, advertising or informational program that THE BLOCKS deems appropriate and prudent.

LEAD TIME & RUN TIME

Posters will be rotated out and installed on the first of each month. Once approved, final artwork must be submitted at least two (2) weeks prior to the beginning of the month your posters are set to run. This will ensure we have enough time for production.

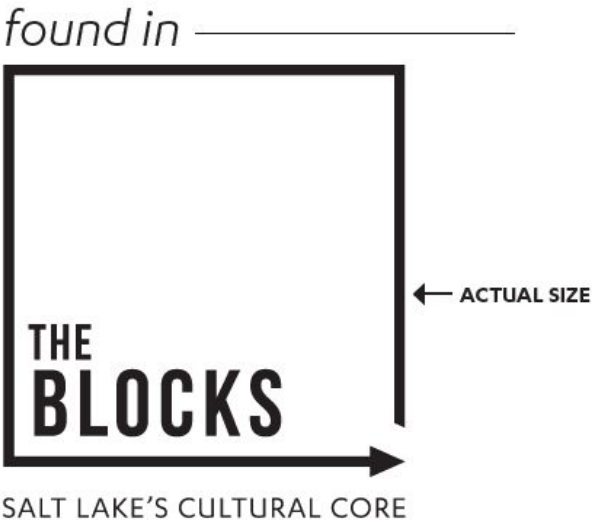
Posters will be displayed for a minimum of one (1) month and a maximum of three (3) months. The maximum number of windows that can be utilized each month by a single organization is four (4). Additional windows may be offered based on availability.

DIMENSIONS & PRINTING REQUIREMENTS

The initial design will be submitted with the application, and the applicant will be notified if there are any suggested changes to the design. After approval, participants are asked to deliver completed designs promptly. THE BLOCKS will then be responsible for printing and installing posters. THE BLOCKS reserves the right to approve or reject the content of all displays.

The final dimensions for the posters are 39 inches wide by 37 inches tall. Your final designs and print-ready PDF must include crop marks and a .25 inch bleed. Please contact us if you have any questions regarding these requirements.

On each poster, we will be adding a watermark to represent THE BLOCKS. This mark measures 3 inches tall by 2.25 inches wide and will be placed in the top right corner of each printed poster.

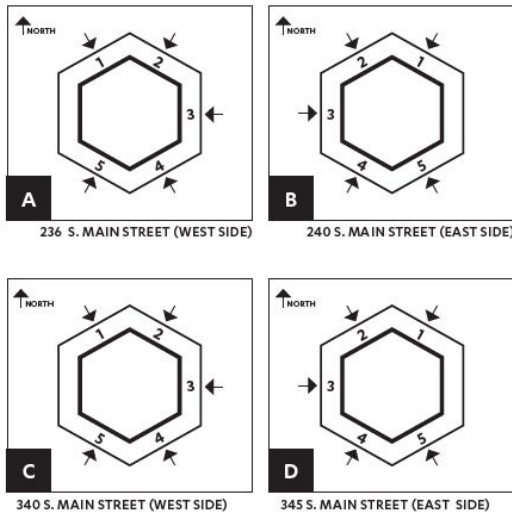


Please contact us if you have any questions regarding these requirements.

SUBMISSION PROCESS

Use the following link to submit your poster design. **Submission must be at least two weeks in advance of the desired poster display date and have a draft of your artwork.**

APPLICATION FORM



LOCATIONS

Placement of posters on the kiosks is based on a first-come-first-served basis. Your desired placement can be specified on the application form. Please refer to the diagram below for window locations. Each window is marked with specific coordinates (i.e. A5 or C3), use these to indicate desired locations on the application. **You may reserve up to four (4) windows per application.** We suggest being strategic about the placements and quantity of your posters.

PLEASE NOTE

Demand for space in the Main Street Kiosks may increase. Guidelines and allowances may change to reflect this potential demand. Any changes will be communicated at least one month in advance and will not affect any current submissions.

CONTACT INFORMATION

Please direct any questions about the Main Street Kiosk Program and its related procedures to: [Cassandra Yerkes, cassandra@downtownslc.org](mailto:cassandra@downtownslc.org).

This Main Street Kiosk project is a production of THE BLOCKS, a visionary initiative of the City and County to promote the abundance and vibrancy of our creative community, facilitate partnerships and collaborations, and activate underutilized spaces to establish downtown Salt Lake City as the premier cultural district of the Intermountain West. Please visit www.theblockssl.com for more information.