

MAIN STREET KIOSK PROGRAM

GUIDELINES & INFORMATION

THE BLOCKS invites arts & cultural organizations to display advertisement posters in kiosks on Main Street in downtown Salt Lake City, free of cost.

ABOUT THE MAIN STREET KIOSK PROGRAM



Located on Main Street between 200 and 400 South, these kiosks are seen by an average of 80,000 pedestrians and drivers every month including visitors, shoppers, workers, etc. A poster advertisement in these kiosks are valued at \$400 per month. Each year, this program provides nearly \$60,000 in free advertising for local arts and cultural organizations.

There are two kiosks on Main Street in which posters are placed. Accepted participants will submit one poster design that will be installed in each of the kiosks. There are six windows in each kiosk allowing for six different advertisements per month. Reservations are on a first-come, first-served basis. You may request one window per organization per application. Posters run for one to three months.

Who can apply for a kiosk poster advertisement?

Events and activities occurring within THE BLOCKS boundaries will be accepted. Preference is given to local arts and cultural organizations and nonprofits. The boundaries are *North Temple to 400 South and 400 East to 600 West*. If you have an event or program that occurs within these boundaries, we highly encourage you to apply.

As the managers of the Main Street Kiosk Program, THE BLOCKS reserves the right to schedule any and all of the windows for any promotional, advertising or informational campaigns that THE BLOCKS deems appropriate and prudent. Exceptions may be made to policies concerning eligible participants and subject matter for events, activities and informational campaigns of major civic importance. THE BLOCKS reserves the right to approve or reject the content of all designs.

WHAT DOES A SUCCESSFUL DESIGN LOOK LIKE?

A successful design for a kiosk poster advertisement meets the following:

- Colorful design with high contrast.
- Easy to read (make text large and use bold and non-serif fonts).
- Includes a call to action and website or for more information.
- Posters including profanity or content not suitable for all audiences will not be accepted.



LEAD TIME & RUN TIME

Applicants will be notified via email of the status of their application. Once approved, final poster designs must be submitted at least two weeks prior to the beginning of the month your posters are set to run. This will ensure there is enough time to make any needed adjustments to the design before printing.

Posters are installed on the first of each month and run for the full month. Posters are not switched out mid-month. Applicants may request a one, two, or three month run on their posters. Actual run time depends on availability as well as the date of your event.

DIMENSIONS & PRINTING REQUIREMENTS

Accepted participants are asked to deliver the completed poster design two weeks prior to the install date. THE BLOCKS will then be responsible for printing and installing posters. Please contact us if you have any questions regarding these requirements.

The final dimensions for the posters are 39 inches wide by 37 inches tall. Final designs and print-ready PDF must include crop marks and a .25 inch bleed.

Please find a template for the posters here [TEMPLATE](#)

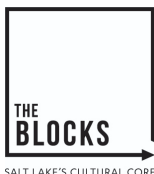
**Before printing, THE BLOCKS will add our logo to your poster.*

SUBMISSION PROCESS

Please submit your request via the [APPLICATION FORM](#).

CONTACT INFORMATION

Please direct any questions about the Main Street Kiosk Program and its related procedures to Merinda Christensen, merinda@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.theblocksslc.com for more information.