



Bridge Banner Program

The City of Edmonton Bridge Banner Program provides free advertisement space for non-profit organizations to advertise information about events and campaigns on City bridges. Bridge banners can be placed at locations if approval has been given by way of a permit.

Application Process

The City of Edmonton reviews permit applications as they are received. The applications are evaluated by the City to ensure all program requirements are met and to confirm location availability.

- Please complete the [online request](#) form
- Submissions must include:
 - A detailed proof showing the exact wording, font size, style, artwork, and material. A sample can be found [here](#)
 - Provide a Certificate of Insurance showing a minimum of two (\$2) million dollars of general business liability insurance

Please note that:

- Permits are location specific and only allow one banner to be placed on each bridge at a time
 - April through September permits are issued for two-week time periods
 - October through March permits are issued for four-week time periods
 - The permits are issued from Sunday to Saturday time periods
- A single application can include up to four banners at four separate locations; however each location results in an individual permit
- Each organization is limited to a maximum of 8 permits in a calendar year
- Back to back booking of the same location by the same organization is not allowed

Banner Content

The information being advertised is limited to identifying:

- The details of a community event that positively impacts local community spirit and occurs within the City of Edmonton, or
- Be related to a charitable cause that is of broad interest to the local community
- No funds raised by an event being advertised can be retained by individuals participating in the event. All funds gained from the event are to be used solely to support programs or activities of benefit to the community at large

All information advertised on banners must comply with the Canadian Code of Advertising Standards. Given that passing vehicles only view the banners for a few seconds, the City recommends using simple and easy to read messaging as it is the most effective. You may want to reference the [Bridge Banner Design Standards](#) when designing your message.

All banner wording is subject to review and approval by the City and must match what is documented in the permit. Content limitations are outlined as follows.

The banners must not contain content which advertises, promotes, or displays:

- An individual or a personal name;
- Political affiliations or viewpoints;
- Commercial products or services;
- Sweepstakes, lotteries, gambling not associated with a community organization;
- Liquor, tobacco and/or vaping, or cannabis products or any accessory or brand element thereof;
- Opinions on social viewpoints or public interest issues that the City determines to be offensive or inconsistent with community standards

Sponsor logos or wordmarks cannot be displayed on the banner; however, commercial sponsor acknowledgement is permitted to be included in the copy via the inclusion of a plain lettering acknowledgement at the bottom of the banner.

The City may refuse to allow the display of content which the City determines to be contrary to the above requirements. The City reserves the right to require the banner to include a form of disclaimer so as to avoid giving the impression that an advertisement represents the City's position or views.

Banner Material Specifications

- Banners must be made of a recognized material utilized in the sign industry. No mesh material banners will be accepted.
- Banners must meet the following size dimensions:

Accepted Banner Dimensions		
	Minimum	Maximum
Width	6 metres	10 metres
Height	0.75 metres	1 metre

- Banners must include metal grommets
 - Grommet spacing must be minimum of 30 centimetres or 12 inches.
- Banner edge must be hemmed
- Banners may be used for a maximum of four years from the date they are created

Banner Installation and Removal Requirements

Installation and removal of the banners must be completed according to the following requirements:

- Installation and removal activities must be completed by a minimum of two adults.
- All tools used to install or remove the banner must be secured to the installer with a safety cord.
- Vehicles cannot be parked or stopped on the bridge during the installation or removal of the banner.
- Banners removal must occur by 5pm on the Saturday on which permit expires. Failure to remove banners by this time may result in refusal of future permits or enforcement under the Traffic Bylaw 5590.

The banner must be secured to the bridge railing using one of the following methods:

Method 1: Secure the banner with 5/16 Inch Black UV Resistant Tie Wraps

- Each tie wrap must pass through each metal grommet on the banner and wrap around the bridge railing for the full length of the top and bottom of the banner.
- Each tie wrap must pass through the metal grommet and wrap completely around the bridge railing; joining of multiple tie wraps is not permitted.
- Tie wraps must be a minimum width of 5/16 inch, black UV resistant and recognized under the Alberta Building Code for cold weather use.
 - Recognized tie wraps can be purchased from industrial or electrical suppliers.
 - Regular grade tie wraps found in home improvement stores do meet this specification.

Method 2: Secure the banner with 1/8 Inch Plastic Coated Steel Cables

- The cable must pass through each metal grommet on the banner and wrap around the overpass railing one time between each grommet for the full length of the top and bottom of the banner.

- The cable must be fastened with cable clamps or other recognized cable fastening devices at each end of the banner.
 - The suggested cable length is 4 to 5 metres longer than the banner.
 - Temporary use of tie wraps is permitted to hold the banner in place while installing the cable.
- Securing banners with a cable on top and tie wraps on the bottom is permitted so long as all the requirements of Methods 1 and 2 outlined above are met.
- When removing banners from the bridge, all materials that supported it must be removed as well.

General Requirements

- Banners must be placed on the bridge railing such that they are centred over the approaching travel lanes below the bridge.
- Illumination of bridge banners is not permitted.
- Banners must not obstruct users' view of the road.
- Banners must not touch any electrical wires.
- Unauthorized banners may be removed without notification.
- The City reserves the right to remove banners for bridge or utility repairs, construction, or other unforeseen events or conflicts.
- Vandalism and unauthorized removal of banners can occur. All bridge banners must be placed at the organization's own risk and the City will not be held responsible for any costs or losses involving banners placed on the City's bridges.