



NATIONAL ARTS COUNCIL
SINGAPORE

NATIONAL PUBLICITY PLATFORM

Arts & Heritage District (AHD)

Banner Spaces Guidelines, and Terms and Conditions

The National Publicity Platform is an initiative by the National Arts Council (NAC) that provides free street banner spaces for Singapore-based arts groups and institutions to promote their events and activities in high traffic areas within Singapore's Art & Heritage District.

The objective of this scheme is to increase awareness of Singapore arts and events. While all groups are welcome to apply, please note that priority will be accorded to arts and heritage groups of a non-profit nature, in line with the overall objectives.

Annex A	Application Process
Annex B	AHD Lamp Post Location Map
Annex C	Mandatory Instructions
Annex D	AHD Banner Guidelines and Templates

For any feedback or questions, please approach NAC's appointed banner administrator:

Name	Mr Shaun Wong, D'Event Factory Pte Ltd
Hotline	98598547
Email	bannerspace@deventfactory.com



ANNEX A

Application Process

1) Application windows

There are four display periods open for application:

Display Period	Application Period
July to September	March
October to December	June
January to March	September
April to June	December

- Maximum display duration / period is four (4) weeks.
- Only applications made during the open call window will be evaluated.
We will not entertain late submissions nor requests made on an ad-hoc basis.
- All forms must be submitted through the online application, unless otherwise stated.

2) Evaluation and Notice

All applications will be evaluated by NAC based on the following priority areas. Allocation will not be based on a first-come-first-serve basis.

Priority Level	Type of Events
High	<ul style="list-style-type: none">• Events by Singapore-based non-profit arts groups and institutions• NAC-organised or NAC-supported events
Medium	<ul style="list-style-type: none">• Nationwide campaigns and events organised by Government bodies• Arts-related events• Community, Learning and Education-related events
Low	<ul style="list-style-type: none">• Events by commercial arts groups and institutions, private galleries

Successful applicants will be notified of their allocated locations via email within two months after the closing date.



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ANNEX A

Application Process

3) Review of Submissions

- All applicants should submit the soft copy of their banner artwork (in PDF format of a file size less than 5mb) to the appointed administrator at least 5 weeks before the start of the allocated display period. Any delay in submission will affect the approval process and result in delays.
- Appointed administrator will submit the banner artwork to NAC and the Land Transport Authority (LTA) for final approval.
- Upon clearance of artwork with NAC and LTA, a letter of approval will be issued to the applicant via email.

4) Application for Waiver of Building and Construction Authority (BCA) Advertising Licence Fee

All applicants need to apply for a BCA Advertising Licence to proceed with the installation of banners. Application of the licence can be made via www.bca.gov.sg/AdvertisementLicence. This may be done by applicants directly or through the applicants' appointed vendor.

The Advertising Licence Fee can be waived for local arts groups/local arts institutions if the application fulfils the BCA Building Control (Outdoor Advertising) Regulations and meet the following guidelines:

- Applicants are Singapore-based arts groups.
- The proposed locations are within the Arts and Heritage District (see Annex B).
- Event details (name of performance/event, dates and time) should be included in the design.
- The design shall not contain any commercial information, for example, ticketing information, URL and/or social media icons (see Annex D for more guidelines).

A letter of support will be issued by NAC to local arts groups/local arts institutions, which is to be submitted as a supporting document when applying for the BCA Advertising Licence.



ANNEX A

Application Process

5) Installation / Dismantling of Banners

Applicants are to arrange for their own installation and dismantling of banners. Please refer to Annex C for Mandatory Instructions.

Note: To apply for banner spaces outside the Arts & Heritage District, please contact the following for more information:

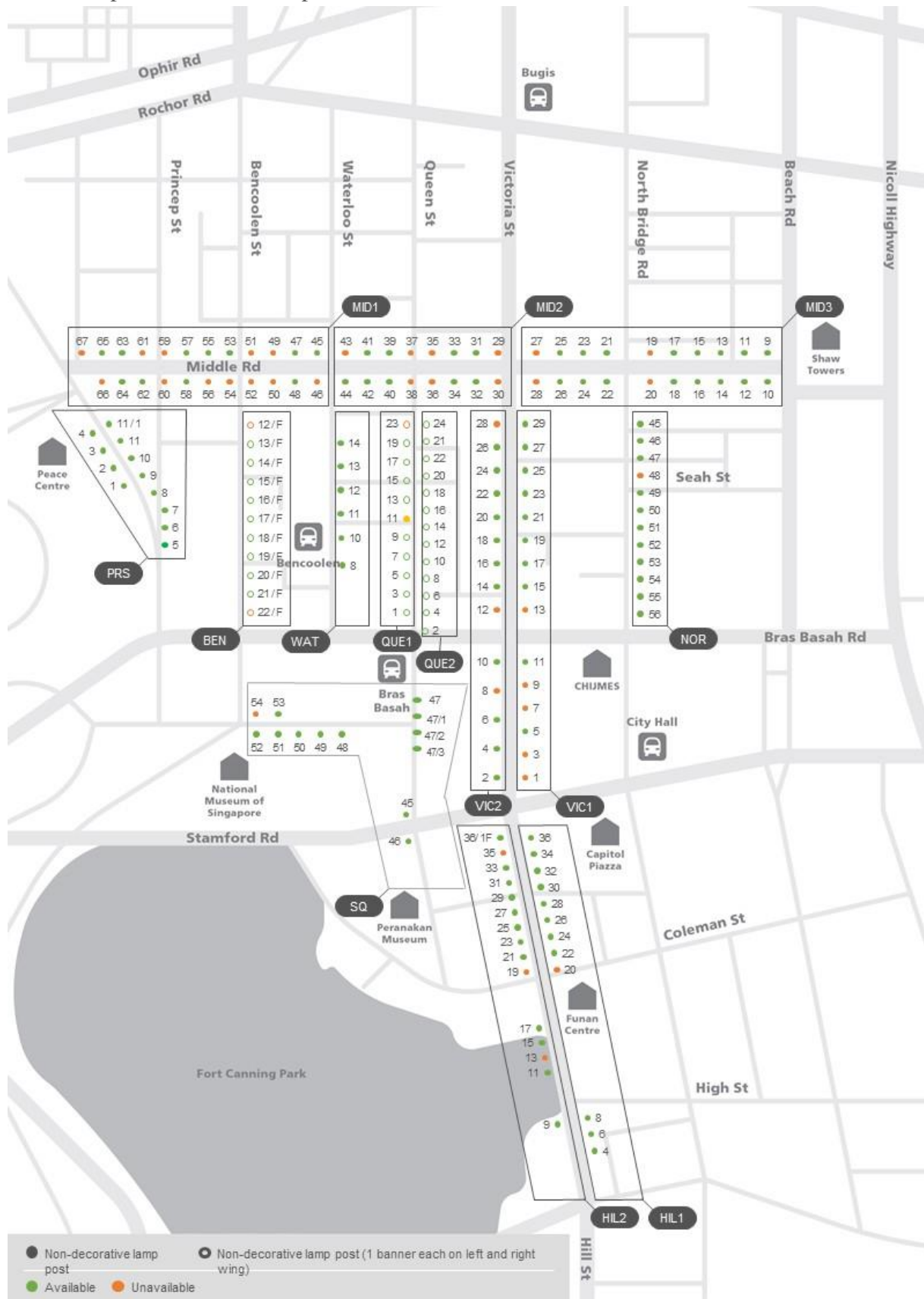
Precinct	Contact Person(s)
Public Streets Banners applications involving <u>multiple precincts</u>	<u>LTA</u> Ms Lau Lai San <i>Lau_Lai_San@lta.gov.sg</i> Mr Dayan Zainuddin <i>Dayan_Zainuddin@lta.gov.sg</i>
Orchard Precinct, key tourism belts, Tuas & Woodlands Causeways	<u>STB</u> Mr Brahmakumar Balakrishnan <i>Brahmakumar_Balakrishnan@stb.gov.sg</i>
Civic District (Connaught Dr, Esplanade Dr, Fullerton Rd, Parliament Place to Fullerton Road, Stamford Rd, St Andrew's Rd)	<u>NAC</u> Mr Shaun Wong <i>bannerspace@deventfactory.com</i> (NAC's appointed banner space administrator)



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ANNEX B

AHD Lamp Post Location Map





ANNEX B

AHD Lamp Post Location Map

Code	Location	Units	Lamp post No. (#)
SQ	Stamford Rd Between Queen St and Bencoolen St	12	# 45, 46, 48, 49, 50, 51, 52, 53 <i>(8 units)</i>
	Queen St Between Bencoolen St and Victoria St		# 47, 47/1, 47/2, 47/3 <i>(4 units)</i>
BEN	Bencoolen St Between Middle Rd and junction of Bras Basah Rd	9*	# 13F, 14F, 15F, 16F, 17F, 18F, 19F, 20F, 21F
HIL1	Hill St Towards Chinatown Between Stamford Rd and River Valley Rd	11	# 4, 6, 8, 22, 24, 26, 28, 30, 32, 34, 36 <i>(Even numbers only)</i>
HIL2	Hill St Towards Bugis Between Stamford Rd and River Valley Rd	12	# 9, 11, 15, 17, 21, 23, 25, 27, 29, 31, 33, 36/1F
MID1	Middle Rd Between Selegie Rd and Waterloo St	11	# 45, 47, 48, 53, 55, 57, 58, 62, 63, 64, 65
MID2	Middle Rd Between Waterloo St and Victoria St	9	# 31, 32, 33, 34, 39, 40, 41, 42, 44
MID3	Middle Rd Between Victoria St and Beach Rd	16	# 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 21, 22, 23, 24, 25, 26,
NOR	North Bridge Rd Between Middle Rd and Bras Basah Rd	11	# 45, 46, 47, 49, 50, 51, 52, 53, 54, 55, 56
QUE1	Queen St SAM side Between Waterloo St and Victoria St	10*	# 1, 3, 5, 7, 9, 13, 15, 17, 19, 21 <i>(Odd numbers only)</i>
QUE2	Queen St 8Q side Between Waterloo St and Victoria St	12*	# 2, 4, 6, 8, 10, 12, 14, 16, 18, 20, 22, 24 <i>(Even numbers only)</i>
PRS	Prinsep St / Selegie Rd Between Bras Basah Rd and Middle Rd	12	# 1,2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 11/1
VIC1	Victoria St Towards Chinatown Between Middle Rd and Stamford Rd	10	# 5, 11, 15, 17, 19, 21, 23, 25, 27, 29 <i>(Odd numbers only)</i>



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VIC2	Victoria St Towards Bugis Between Middle Rd and Stamford Rd	11	# 2, 4, 6, 10, 14, 16, 18, 20, 22, 24, 26 <i>(Even numbers only)</i>
WAT	Waterloo St Between Middle Rd and Bras Basah Rd	6	# 8, 10, 11, 12, 13, 14

The onus lies with the applicant to conduct a site recce and verify the number of banner spaces available on-site at the point of application.

** Each lamp post contains 2 single-side banners (1 banner each on left and right wing)*



ANNEX C

Mandatory Instructions

1) Print and Installation Specifications

Please see visual guidelines for full detailed measurements.

Banner Specifications	Non-Decorative Lamp Post
Dimension	3.0m(Height) x 1.0m(Width)
Printing	<p>1-side only</p> <ul style="list-style-type: none"> • Electrostatic, Direct-to-Media, high grade silkscreen printing, <i>or</i> • Superior printing techniques should be used to ensure clear images and prevent fading.
Material	<ul style="list-style-type: none"> • PVC Canvas, <i>or</i> • Lightweight opaque material superior to PVC.
Installation	<ul style="list-style-type: none"> • Banners should be installed with the printed side facing vehicular traffic. • Banners must incorporate a sturdy wooden/plastic/metal strip at the bottom to hold the material. • Banners must incorporate an eyelet with a steel/wire cable to be fastened securely to the lamp post to prevent flagging. • Banners should use standardised brackets or metal poles approved by LTA for the hanging of banners on the lamp post. They should not be hung on the lamp post itself. Otherwise, to use U-clamp with PVC sleeving to mount the banner on the lamp poles. There should be no drilling, riveting or welding.

^ Each lamp post must only carry 1 banner (see Annex B – BEN/QUE 1/QUE 2 for exception)

All banners installed in the Arts and Heritage District (AHD) must carry the AHD template. Please refer to Annex D (AHD Banner Guidelines and Templates) for exact design specifications and measurements.



ANNEX C

Mandatory Instructions

2) Installation and Dismantling Details

Applicants’ appointed contractor may install and dismantle banners at the following times:

For allocated display period (First Day / Last Day)

Installation	Between 2300hrs of the <u>First Day</u> to 0600hrs of the Following Day e.g. for display period starting 1 July: Installation from 1 July 2300hrs to 2 July 0600hrs
Dismantling	Between 2300hrs of the <u>Last Day</u> to 0600hrs of the Following Day e.g. for display period ending 30 July: Dismantling from 30 July 2300hrs to 31 July 0600hrs

- The applicant shall be responsible for ensuring that all banners are installed in a safe and proper manner. Any incident or damage shall indemnify the NAC against all proceedings, action, claims, demands, damages, injury to persons (whether fatal or otherwise), loss or damage to property, costs and expenses whatsoever which arise as a result of the displacement of buntings.
- The applicant is responsible for addressing any feedback directly to the Singapore Police Force (SPF) if the surveillance cameras and wireless antenna panels were found to be blocked/ obstructed / adjusted during installation/ dismantling/ maintenance. The applicant shall bear the full cost in making the said equipment back to its original state to the satisfaction of SPF.
- Only approved banner designs can be installed on the allocated lamp post(s). NAC reserves the right to request immediate removal of lamp post banners with unapproved designs at the applicant’s cost.
- NAC reserves the right to revoke the approval and request the immediate removal of the banners at the applicant’s cost, if the quality of production or method of installation is deemed unsuitable.
- Applicants must comply with LTA’s banner guidelines on installation/maintenance of vertical banners. Please refer to [LTA’s website](#) for more information.

3) Withdrawal of Allocated Banner Spaces

Withdrawal from all or part of the allocated banner spaces must be made in writing at least six (6) weeks before the installation date. Failing which, the applicant will be banned from application of banner spaces for the next 2 cycles (i.e. 6 months).



ANNEX D

AHD Banner Guidelines and Templates

1) Design Guidelines

Please adhere to the following recommendations when designing the banner. NAC reserves the right to reject designs that do not meet the recommendations, or to request for changes to the design if necessary.

Design elements	Guidelines (refer to template for reference)
AHD Header	<ul style="list-style-type: none">• AHD header must be placed at the top of banner (see template).
Event Name e.g. Singapore Writers Festival	<ul style="list-style-type: none">• This is the most important element of the design – priority should be given to event name over logos, images, taglines, etc.• Chosen font and colours should ensure maximum visibility of the event name for pedestrians and motorists.• Each design should feature only <u>one</u> event.• Recommended font size in template.
Information – Event Date and Venue e.g. 1 January – 3 March 2018 ABC Gallery	<ul style="list-style-type: none">• To clearly indicate the event date and venue.• Chosen font and colours should ensure maximum visibility for pedestrians and motorists.• Recommended font size in template.
Sponsor / Organiser(s)	<ul style="list-style-type: none">• Logo(s) to be placed at the bottom of the banner (see template).
Event Visuals	<ul style="list-style-type: none">• Should not appear busy or clutter text.• Should not be similar to traffic lights and any road-and-traffic signs to avoid confusion to motorist.
Additional Information	<ul style="list-style-type: none">• Less is best, short succinct lines.• Messages should not be designed in a vertical format.• The design shall not contain any commercial information, for example, ticketing information, URL and/or social media icons.



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- Banner design must comply with the “Singapore Code of Advertising Practice” set by the Advertising Standards Authority of Singapore (ASAS). Please refer to ASAS’s website for more information.
- Banner design should not contain anything that is offensive to the standards of decency prevailing among those who are likely to be exposed to them in accordance with Clause 2.1 on decency stipulated in the “Singapore Code of Advertising Practice” by ASAS.
- NAC reserves the right to reject or ask for amendments to designs that are deemed inappropriate.



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ANNEX D

AHD Banner Guidelines and Templates

1) Banner Header: Colour Application - Choose from six (6) options

arts & heritage	—	Light Grey 0C 0M 0Y 44K
arts & heritage	—	Violet-Blue 69C 62M 0Y 0K
arts & heritage	—	Redwood 0C 100M 63Y 29K
arts & heritage	—	Brown 0C 37M 68Y 28K
arts & heritage	—	Mint 90C 0M 49Y 0K
arts & heritage	—	Olive 33C 15M 94Y 10K



ANNEX D

AHD Banner Guidelines and Templates

2) Non-Decorative (1-side only) Banner Template: 3.0m(H) x 1.0m(W)

Dimension:
3.0m(H) x 1.0m(W)

0.1m (10% of width)
All margins to be 0.1m

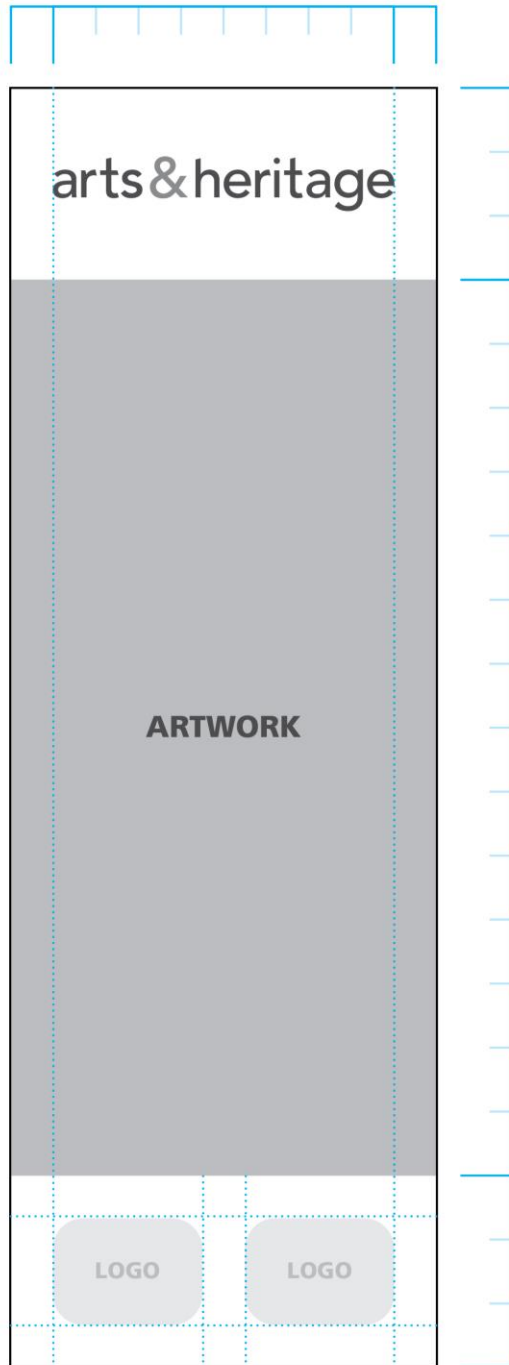
Mock applications



Name Recommended Font size:
460pt / X-height 110cm

Information Recommended Font size:
230pt / X-height 55cm

Event graphics
Approx. 1/2 - 1/3 banner height



0.45m (15% of height)
AHD Header to be aligned to the middle of segment and justified to margins.

2.1m (70% of height)
Vendors's event artwork should be contained to 2.1mH x 1.0mW

0.45m (15% of height)
Maximum two (2) organiser/ sponsor logo(s) can be placed in this segment. The margins should be aligned to the middle justified to margins.

0.1m (10% of width)
All margins to be 0.1m