



CHICAGO  
LOOP  
ALLIANCE



# 2022 State Street Destination Marketing Program

## State Street Destination Marketing Program

The Chicago Loop Alliance's State Street Destination Marketing Program invites organizations, institutions, and individuals to create an immersive designed experience along State Street. When combined, the components of the program comprise a "street takeover" – bathing State Street in color, graphic identity and art. The State Street Destination Marketing Program provides an opportunity to call attention to a cultural offering, special event, or other Loop amenity in a distinctive and visible way.

Chicago Loop Alliance (CLA), the sole-service provider for SSA 1-2015, is responsible for the administration of the State Street Destination Marketing Program and the maintenance of the infrastructure.

The components of the State Street Destination Marketing Program include:

- 116 oversized banners, which hang in pairs from the streetlight poles.
- 12 street-facing signs (48" square) emerging from posts in planters.



## State Street Destination Marketing Program Goals

- Benefit State Street businesses and property owners
- Highlight a Loop amenity or event
- Advance the CLA marketing strategy
- Create a compelling and beautiful street experience and distinctive sense of place



## State Street Banners

Seventy-eight banner poles, which line State Street from Wacker Drive to Congress Parkway, each hold two oversized banners, equaling 156 banners total. CLA makes 116 banners available to organizations that wish to call attention to the offerings of the Loop. (The remaining 40 banners highlight two important public amenities along State Street: the Chicago Public Library and the Gateway plaza at State and Lake.)

The banner poles were installed on State Street in 1997 as part of the State Street revitalization project. The poles were financed, in part, by bonds payable from taxes levied on approximately 40 State Street property owners. SSA 1-2015 continues to cover the costs of the maintenance of the poles, as well as the cost of banner installation. CLA is the sole producer of the State Street banners program. While CDOT approves and issues the permits for this program, only CLA's vendors produce and install the banners.

## Planter Signs

Twelve double-sided signs can be installed in State Street planters. Each sign is 48 inches square. CLA regularly landscapes the planters to create beautiful and eye-catching installations. The planter signs capture attention at pedestrian eye-level and create an opportunity for more in-depth communication than the banners.





## Fees and Exposure

With an average of 1.75 million pedestrians per week on State Street, the State Street Destination Marketing Program offers a great deal of exposure and is highly desirable. (Chicago Loop Alliance gathers pedestrian count data along State Street using Springboard technology, which tally pedestrian and automobile traffic.)

CLA charges partners cost plus a fee that covers coordination, production, maintenance, and installation and de-installation, as well as maintenance of the infrastructure. CLA also charges a fee for the visibility of the banners and planter signs, which garner millions of impressions per month. (Depending on the banner schedule, campaigns longer than one month are sometimes possible for an additional fee.)

The CPM (cost per one thousand impressions) for the premium package is less than \$6.50 per thousand viewers.

Please see the State Street Destination Marketing Program Fee Schedule for the full costs of various packages.



## Design and Approval Process:

CLA works with partners who wish to highlight an event or theme that meets the objectives of the program. CLA begins to plan for the coming year's State Street Destination Marketing Program in mid-summer. Each year the program is different and requires extensive planning.

- Partners approach CLA at least six months in advance to assure proper scheduling.
- CLA provides preliminary approval of the campaign and schedule.
- CLA sends banner template, which includes a mandatory footer that occupies the bottom 10% of the banner.
- Applicants submit all files (design files for banners and planter signs) to CLA at least eight weeks before the banners start date.
- CLA requests revisions to the design if necessary.
- CLA submits the design to CDOT for the city required approval six weeks before the start date.
- Once approved, CLA will work directly with its vendors to produce and install the elements of the campaign.



### 116 Banners

Up to four different designs  
before an additional charge



### 12 Planter Signs

4 feet by 4 feet



## State Street Destination Marketing Program Fee Schedule

2022

### **PREMIUM PACKAGE:**

\$42,000 for 30 days  
116 banners and 12 4x4 planter signs

### **BANNER ONLY PACKAGE:**

\$35,000 for 30 days  
116 banners

### **PLANTER PACKAGE:**

\$15,000 for 30 days  
12 4x4 planter signs

### **REINSTALLATION PACKAGE:**

\$10,000 for 30 days  
Reinstallation of 116 existing banners


Campaigns may be extended for an additional month for \$10,000

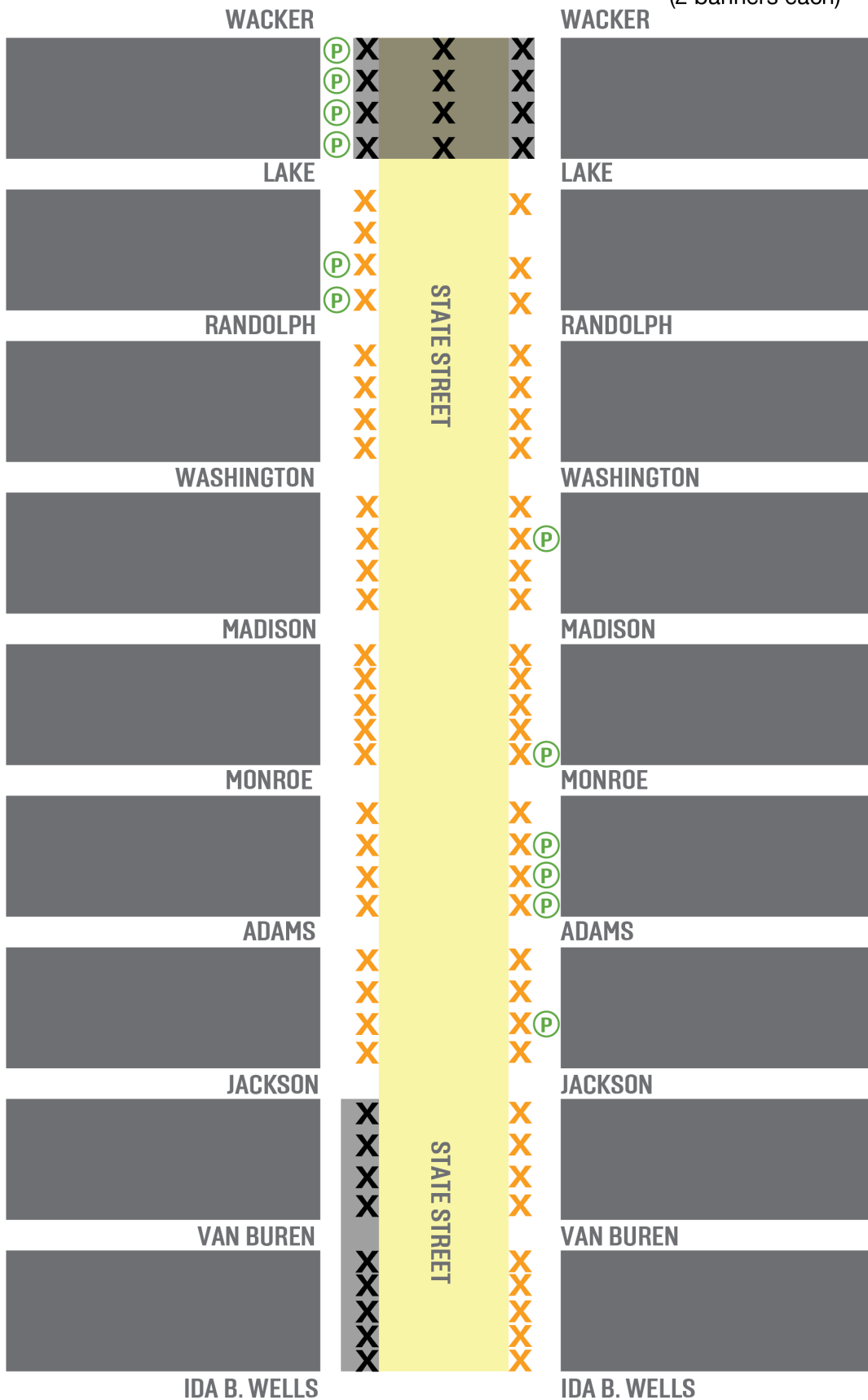
Up to four distinct banner designs can be used for each banner campaign. Additional designs will require an additional charge.



## Destination Marketing Asset Map

 planter sign

 available banner pole  
(2 banners each)



Hem line for pocket

## Banner Specs

All text should fit within  
black dotted lines.

77.5"  
68"

23.25"

29.25"

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SPECIAL SERVICE  
AREA #1-2015

Hem line for pocket

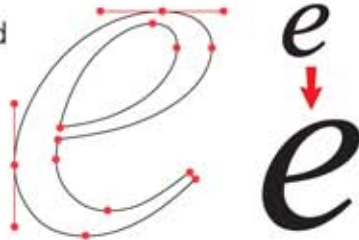
# Acceptable File Formats

All artwork must be saved as Creative Suite 5 or lower

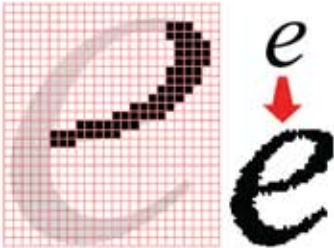
Vector *	Raster **	InDesign
.eps	.jpg	.indd
.pdf	.tiff	InDesign files must be submitted as a packaged file, with folders containing all linked images and document fonts.
.ai (Illustrator)	.psd (Photoshop)	
*All fonts must be converted to outlines or sent with an additional font files. ** Raster artwork should be saved at 1/4 size, high resolution (make sure that resolution is high enough, that when sized at 100%, it has a resolution of at least 75 dpi).		

## Example

**Vector artwork** is created by points and paths that are easily editable and can be manipulated to satisfy your banner requests. Vector files are typically created in Illustrator and saved as .ai,.eps, or .pdf.

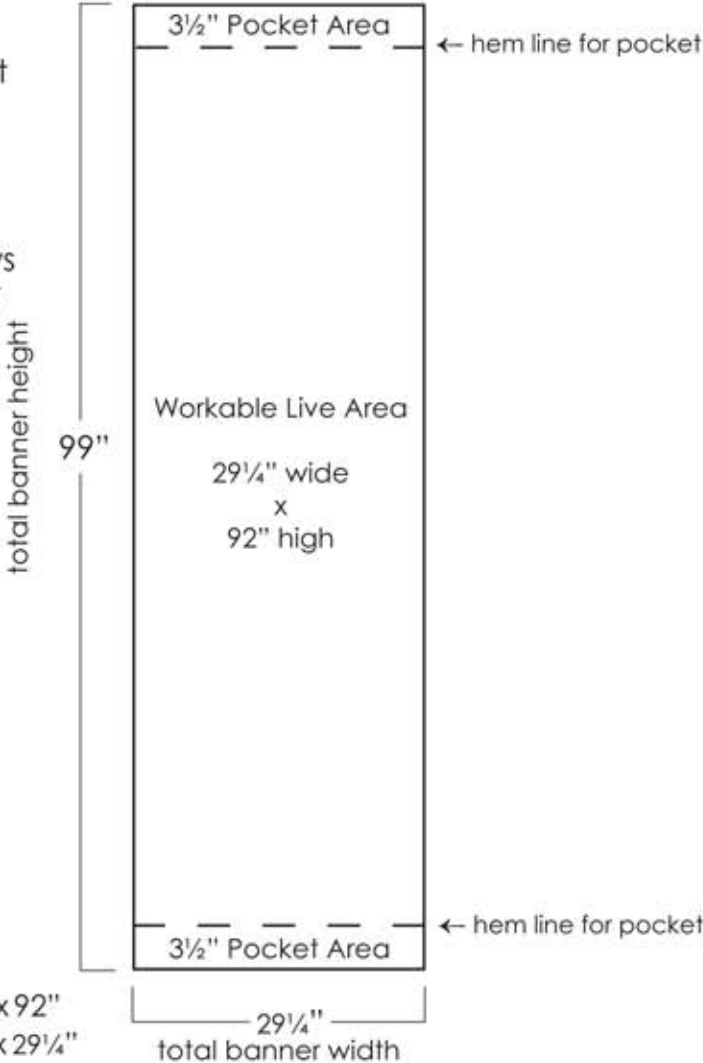


**Raster artwork** is made up of many pixels resulting in an image **that is NOT editable** (cannot be manipulated in anyway). Raster images are typically saved as .jpg, .png, .psd, .tif.



Raster artwork cannot be converted, in any way, to a vector image. If you choose to use raster artwork, be aware that it will result in a low quality, highly pixilated image when scaled to accommodate the banner size.

Our street pole banners require a pocket sewn at the top and bottom of the banner for attachment to pole brackets; these pockets are 3.5" in height. The top and bottom 3.5" of the banner are used to make the pocket area, **please keep all important text and imagery out of these areas.** Please review the following illustration which shows actual banner size, working live area, and pocket dimensions.



**LARGE, 8' BANNER**  
 Finished Size: 29 1/4"x 99"  
 Workable Live area: 29 1/4"x 92"  
 Top&Bottom Pocket: 3 1/2"x 29 1/4"

Planter Sign Specs

Panel Size 47.5

Live Area 46.75

Panel Size 47.5

Live Area 46.75

