



Dear Banner Applicants:

The NYCDOT Banner Program is in the course of developing a more streamlined Permit Application submission and approval process that will be more effective and efficient.

Beginning on May 19, 2014, it will be required to submit a complete package that consists of the following documents:

Graphic(s):

All new banner campaigns should have the intended banner(s) design attached for approval. Banner campaign renewals should include the original approved banner(s) design. The banner(s) produced and installed should not deviate from the approved design.

Permit Application:

New and renewal banner permit applications can be obtained by going to <http://www.nyc.gov/html/dot/downloads/pdf/street-banner-permit-application.pdf>

Map/Location(s):

All maps should include the names of the streets and avenues and outline clearly the desired locations that the applicant wants to install banner campaign. No banner(s) should be installed outside designated area approved or they will be subject to a summons.

Insurance (Rigger):

Current certificate of insurance policy for no less than one million dollars, holding the City of New York and The New York City Department of Transportation harmless from any and all claims of personal injury or property damages during the time the banner(s) are attached and removed from designated lampposts.



Department of Transportation

POLLY TROTTENBERG, Commissioner

These documents should be submitted to the following email address
NYCDOTBannerunit@dot.nyc.gov. If you cannot email your package, please fax it to:
212-839-4254.

All permit packages must be submitted 45 days prior to any new banner campaign installation for approval, 14 days prior for renewal to the current permit ending. All packages and information needs to be accurate and submitted in the above timeframe specified. If the accuracy of the information and timeframe is not adhered to it could delay approval and result in the complete denial of submitted application/campaign.

This timeline affords the Banner Program the time that it needs to properly review the documents and generate an approval and permit.

If you have any questions please contact the Office of Special Events/Banner Unit at:

Phone: 212-839-6633, 212-839-6641 Email: NYCDOTBannerunit@dot.nyc.gov

Thank you in advance for your cooperation.

A handwritten signature in black ink that reads "Brenda Rivera".

Brenda Rivera
Assistant Commissioner
May 19, 2014