

GUIDELINES FOR THE DISPLAY OF LIGHT POLE BANNERS

1.0 Introduction

Vertical banners for public road light poles consist of U-clamp with PVC sleeves used to mount the banner on all light poles. The banner frames consist of hinges on the banner frame supporting pipes to fold down the frame once the banner has been removed.

2.0 General Guidelines

- The light pole banners should be secured for a total period of six (6) months (not exceeding/falling short of this set duration).
- Each party should secure a minimum set of five (5) pole banners where the same designs should be displayed for this respective set.
- Banners must be submitted for approval at least one (1) week prior to requested installation date.
- Housing Development Corporation Ltd. (HDC) encourages to change the design of the banner every two (2) months in order to maintain the design of the roads.
- Appointed maintenance crew assigned by HDC will bear the responsibility to install and/or remove the banners.
- The allotment and approval of the banners will be borne by HDC.

2.1 – Events/Product Launch

- Applicant/party must submit a booking request two (2) weeks prior to the commencement of the event/product launch.
- Banners must be submitted for approval at least one (1) week prior to requested installation date.
- Appointed maintenance crew assigned by HDC will bear the rights and responsibility to install and/or remove the banners.
- In an event that more than one party requests for the pole post banner displays for a coinciding time period, HDC shall decide on a proportionate for distribution amongst the parties. This decision will be taken by HDC based on the scale of the event(s) in question and their contribution to the exposure and development of Hulhumalé.

2.2 – Banner Design

- The size of the banner should be 190 x 90cm.
- The banner design and content shall not be in conflict with any of the laws and regulations of The Maldives.
- The design and color of the banner should not be similar to any road-related signs, traffic signs and traffic lights to avoid confusion.
- The banners can be used for advertisement of specific products in accordance with this guideline.
- The banners which are too cluttered or those which contain too much text are discouraged, to maintain aesthetic peace.
- The banners shall be lightweight and printed on single/double side on PVC or a superior material.
- Each light pole can carry one (1) banner which should be printed double sided.

3.0 Lease Rate

Booking for Six Months

- MVR 10 per banner per day
- MVR 50 (set of 5) per day

Event/Product Launch (50 Banner Package)

- MVR 10 per banner per day
- MVR 500 per day for 50 banners

Note: Total amount must be paid together for the full booking period.

Priority Segments for Banner Allotments

- Telecommunication
- Education and Awareness
- Tourism, Hospitality and Recreation
- Food and Beverage
- Media and Entertainment
- Government and Corporate Events

NOTE:

- Only 50 poles will be available for advertising individuals/companies for a period of six (6) months. HDC will bear the rights for rest of the 50 poles which will be utilised for corporate purposes and events.
- Specific light poles will be allotted by HDC for the display of social and awareness messages should there be no ongoing events at the time.
- Priority will be given to those events to be held in Hulhumalé.

