



# TOWN OF READING

## Request to Display Sign on Event Board

Date(s) of event: \_\_\_\_\_

Dates to Display Sign: \_\_\_\_\_

Event you are advertising: \_\_\_\_\_

**Person, group, or company making the request:**

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone #: \_\_\_\_\_

Where is the group sponsoring the event based? \_\_\_\_\_

Name and address of person who the permit should be mailed to (if different from above):

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone #: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

## Policy on “Advertising” on the Common

Advertising will be permitted only in the following format (no more “A” frame signs):

	<b>New Sign Boards</b>
<b>What can be “advertised”</b>	Events of non-profit organizations, not including political events; any Town of Reading event including notice of elections
<b>Who can “Advertise”</b>	Reading based non profit organizations only. No commercial advertising or logo is permitted
<b>Size of sign and type of material</b>	2 single sided signs are required. 40” X 21” X ¼” corrugated plastic panels (Coroplast)
<b>Size of Letters</b>	2” minimum
<b>Quality of design</b>	Professionally designed
<b>Placement</b>	Inserted in numbered slots as designated by your permit
<b>Restrictions on signs</b>	None permitted 2 weeks before an election
<b>Number of signs at one time</b>	Up to 3 events at a time
<b>Duration of Advertising</b>	2 weeks (can be extended depending upon demand for space and reason)
<b>Permit required</b>	Through the Town Manager’s office

*Adopted by the Town Manager –October 1, 2006*