



# 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>	<b>Events of non-profit organizations, not including political events; any Town of Reading event including notice of elections</b>
<b>Who can “Advertise”</b>	<b>Reading based non profit organizations only. No commercial advertising or logo is permitted</b>
<b>Size of sign and type of material</b>	<b>1 single sided sign is required. 40” X 21” X ¼”corrugated plastic panels (Coroplast)</b>
<b>Size of Letters</b>	<b>2” minimum</b>
<b>Quality of design</b>	<b>Professionally designed</b>
<b>Placement</b>	<b>Inserted in numbered slots as designated by your permit</b>
<b>Restrictions on signs</b>	<b>None permitted 2 weeks before an election</b>
<b>Number of signs at one time</b>	<b>Up to 6 events at a time</b>
<b>Duration of Advertising</b>	<b>2 weeks (can be extended depending upon demand for space and reason)</b>
<b>Permit required</b>	<b>Through the Town Manager’s office</b>

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