

# Darling Harbour and The Rocks

Commercial Signage  
Locations and Specs



# Commercial Signage

- Provides a professional, uniform and attractive outdoor advertising medium.
- Promotes and highlights commercial events and activities within the precincts.
- Provides the opportunity to increase visitation to events in both precincts.
- Creates a sense of arrival and place for event participants.

## POLE BANNERS

### SPECIFICATIONS AND DESIGN STYLE GUIDE

Size	4500mm (high) x 1500mm (wide)
Manufacture	<ul style="list-style-type: none"> <li>- Double-stitched hems on all sides.</li> <li>- Minimum five rows of stitching to secure clips.</li> <li>- 12mm flag cord sewn into hoist and terminated with a sister clip at each end.</li> <li>- Three snap clips must be spaced equally along the hoist.</li> </ul>
Substrate	Durable polyester or canvas.
Packaging for delivery	<ul style="list-style-type: none"> <li>- Banners must be individually bagged and labelled.</li> <li>- Instructions for complex sequencing installations must be included. □</li> <li>- Delivery must be made ten working days prior to installation.</li> <li>- At time of booking the hirer should confirm if pole banners are to be returned or disposal for recycling once dismantled and will be charged a respective fee (refer to rates)</li> </ul>

Design example for The Rocks

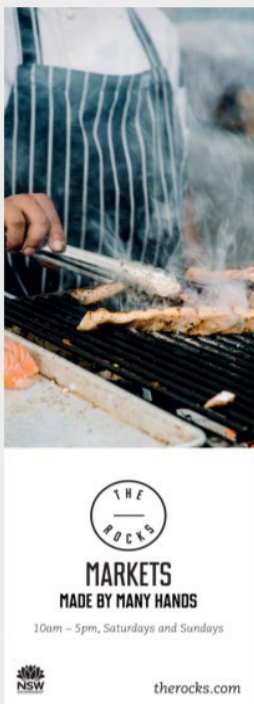


Image and type complement each other and do not fight for the viewer's attention.

Simple image

High degree of contrast between type and background.

Event details highlighted (including name, date and location)

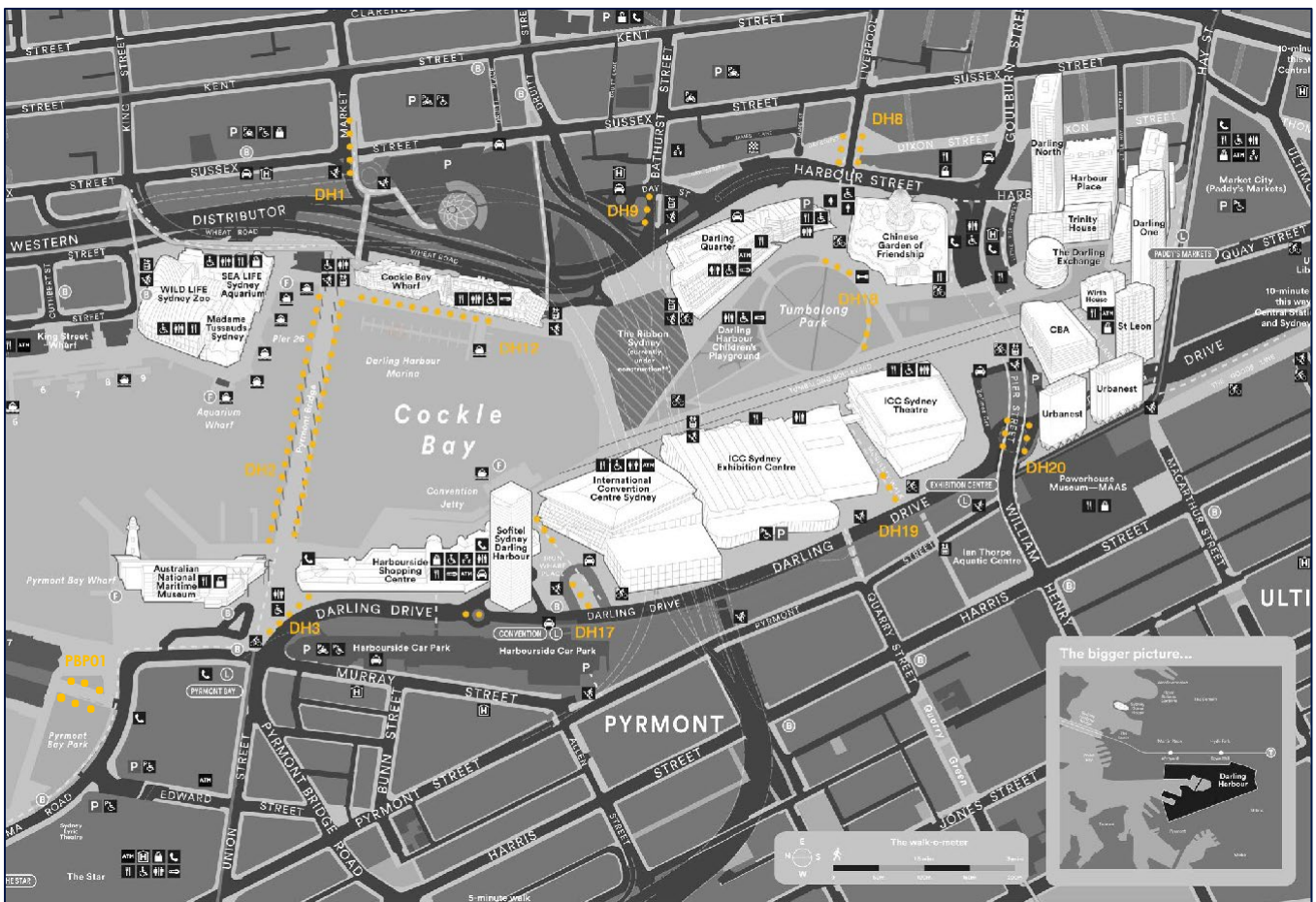
Design example for Darling Harbour



# Locations in Darling Harbour & Pyrmont Bay

CODE	POLES LOCATION	NUMBER OF POLES
DH01	Market Street footbridge	5
DH02	Pyrmont Bridge	80
DH03	Guardian Square	7
DH08	Liverpool Street footbridge	16
DH09	Bathurst Street	7
DH12	Cockle Bay	36
DH17	Iron Wharf Place	18
DH18	Tumbalong Stage	10
DH19	Moriarty Walk	7
DH20	Darling Drive / Pier Street	6
PBP01	Pyrmont Bay Park	6

**Total of 198**



## Locations in The Rocks

CODE	POLES LOCATION	NUMBER OF POLES
<b>CQ1</b>	Circular Quay east	16
<b>CQ2</b>	Circular Quay south	12
<b>CQ3</b>	Circular Quay west	13
<b>CQ4</b>	Circular Quay Alfred Street	14

**Total of 55**



# PYLON BANNERS

There are 3 pylon banners available for commercial hire in Darling Harbour. Pylon banners are four-sided light boxes, attached to the expressway pylons at the southern end of Cockle Bay. Pylon banners can be hired for a minimum of one week and maximum of 12 unless otherwise agreed.

- Provides a professional uniform and attractive outdoor advertising medium.
- Increases the profile of individual businesses and brands within Darling Harbour precinct.
- Attracts and promotes commercial events and activities within the precinct.
- Provides commercial event organisers with the opportunity to increase visitation in their events.

## SPECIFICATIONS AND DESIGN STYLE GUIDE

Size	Banner size: 4590mm (high) x 1870mm (wide) Viewing area: 4500mm(high) x 1780mm(wide)
Manufacture	<ul style="list-style-type: none"> <li>- Wide format, single-sided, 4-colour digital UV PVC backlit banner.</li> <li>- Super flex illuminated printed banner.</li> <li>- Finish welded 6mm kedar edges all-round.</li> </ul>
Packaging for delivery	<ul style="list-style-type: none"> <li>- Banners must be individually bagged and labelled.</li> <li>- Instructions for complex sequencing installations must be included.</li> <li>- Delivery must be made ten working days prior to installation.</li> </ul>

### Design example for Darling Harbour



*Event details highlighted  
(including name,  
date and location)*

*Image and type  
complement each other  
and do not fight for the  
viewer's attention.*

*Simple image*

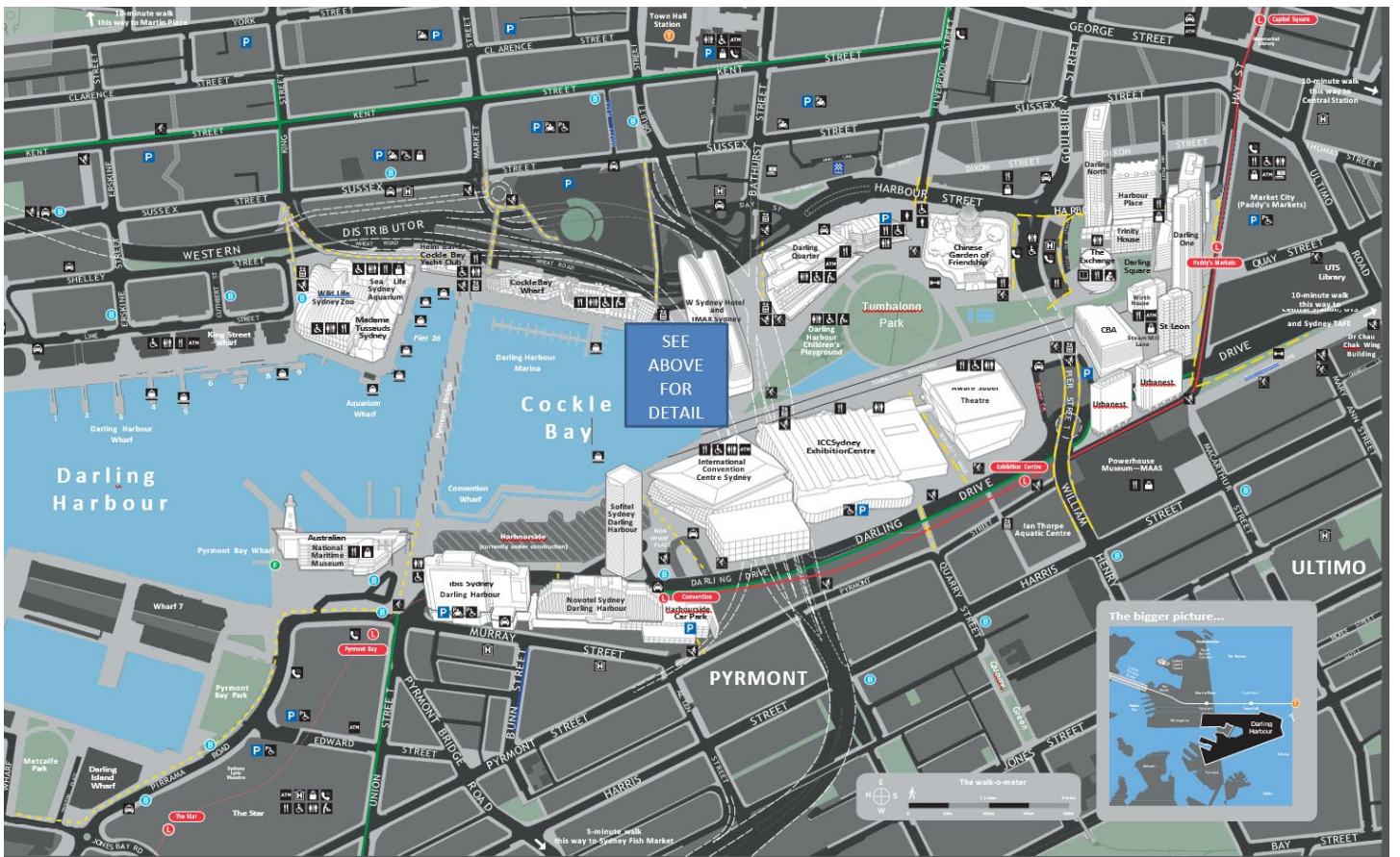
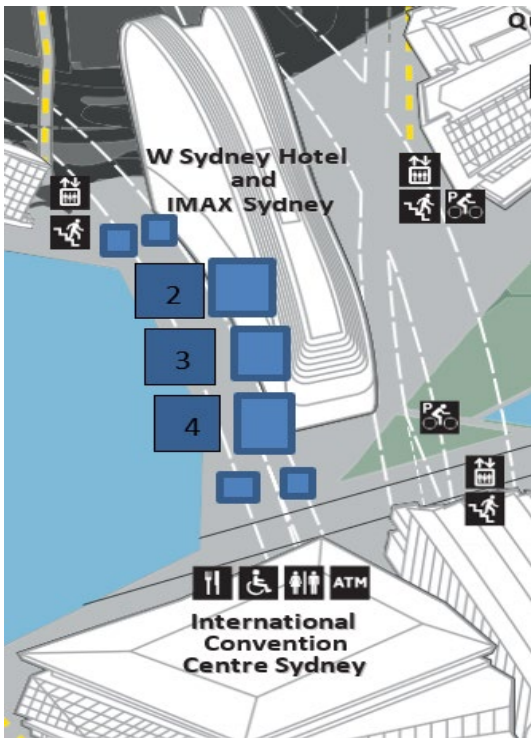
*High degree of contrast  
between type and  
background.*



## Locations in Darling Harbour

CODE	PYLON NUMBER	BANNER FACE ORIENTATIONS
PB2	2	East, North, South & West
PB3	3	East, North, South & West
PB4	4	East, North, South & West







Thank you for taking the time to find out more about the many exciting commercial signage opportunities available in The Rocks, Darling Harbour and Pyrmont Bay.

### **Inquiries**

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