A GUIDE TO FREEWAY BANNERING

Freeway bannering is a powerful tool for activists. It's inexpensive, most of the required material is reusable, and it's an effective way to reach thousands, even tens of thousands, of people in a short period of time.

A few general tips:

- ✔ Keep messages brief enough to be read and comprehended at 65 mph.
- ✔ Go for numbers. Having a crowd of people gathered around the banner—especially when wearing bright safety vests—helps increase visibility.
- ✔ Do it safely. Do not suspend signs directly over traffic where they could fall onto the freeway. If there is fencing, hang the sign on the *inside* of the fencing if allowed by local law enforcement.
- ✔ Keep letters at least 8 inches tall so they can be easily read.
- ✔ Construct banners so that they can survive high winds. Freeway overpasses in particular tend to be windy spots.
- ✔ If the police request you to leave, you can either leave or request a ticket. The ticket will give you the opportunity in court to argue that freeway bannering is a free speech issue. Most officers won't give you a ticket, but they may make safety requirements—such as not hanging the banner over the fence or tying the banner to the overpass.
- ✔ Be prepared with enough volunteers to hold up the banner—you'll get more notice and response from traffic if you have people with the banner (Be sure to wave!!)
- ✔ If it is a windy day, have extra volunteers so that as people get tired, they can be relieved.

(from the Freeway Blogger website at http://freewayblogger.com)

How to Make a Freeway Banner

Materials:

- ✔ Cardboard is the easiest material to use for your freeway banner. For examples go to http://www.freewayblogger.com/howto.htm to see the how the Freeway Blogger, perhaps the most famous freeway banner artist makes his freeway signs.
- ✔ If you wish to use letter and number templates for your banner we've included a file with number and letter patterns (see BannerLetterPatterns.pdf) Use a paint color for the lettering that contrasts with the background.
- ✔ If you really want to get fancy and make durable banners that can be used over and over go to http://freewaybanner.blogspot.com/ or http://backbonecampaign.org/page.cfm?id=115 and download detailed instructions.

Note: Always include californiaonecare.org at the bottom of your banner in large letters

Special thanks to the Backbone Campaign at www.BackboneCampaign.org and the Freeway Banner Blog Spot at http://freewaybanner.blogspot.com/
for their tips on freeway bannering.