

Producing a Pole Banner

A pole banner is a banner that is held by a pole or poles. The banner has pockets which the pole is inserted into. The pole can be at one end of the banner or both ends. The banner can be one sided or two with two different designs that makes one double sided banner. You must know the height and width of the banner. The height will include the pole pocket(s). You should also know the size pole(s) (diameter) used. The **RED** outline represents the live area of your design and should be kept away from the pockets. The background of your design can bleed into the pocket area. The **GREEN** areas represent a production seam to make the pocket. The seam is always 1" deep x the width of your banner. The live area of your design should not go into the seam area.

The size of the pole pocket is determined by the diameter of the pole that goes into the pocket.

Example Pole Size to Pocket Size

1" diameter pole = 3" pocket
7/8" diameter pole = 2.5" pocket
1/2" diameter pole = 2" pocket
Pockets usually go no smaller than 2".

Determining the Live Area of Your Banner

Take the total height of your banner, subtract the pocket size (one pocket or two) and also subtract one inch for each seam. There is always a 1" seam for each pocket. This will give you the height of your live area.

Example:

Banner size is 5' tall x 2' wide with 2 pockets
Pole diameter is 7/8" (2.5" pocket)
 $5' \times 12" = 60"$ and $2' \times 12" = 24"$
 $2.5" \times 2$ pockets = 5" (add 2 seams at 1" each) = 7"
 $60" - 7" = 53" \times 24"$ Live Area

