

Choose and Measure a Suitable Site Guide

The instructions in this guide use a standard chain-link fence as the primary example, but your site does not need to match this configuration exactly. Bridges and overpasses vary widely, and locations with vertical railings, posts, or other structures may also work well. In many cases, the methods described in this and the other Resource Guides can be adapted to fit the particular structure of your site.

As you work through the guide, focus on understanding the space available and how the banners might be safely and securely displayed rather than looking for a site that matches the examples exactly.

Taking careful measurements at the site allows you to return home with the information you need to evaluate your options. With your notes, measurements, and photographs in front of you, you can choose the banner sizes and message arrangement that will create the clearest and most effective display.

The worksheets in this document will guide you through the process of evaluating a potential site and determining which banner options will provide the best fit and visibility for your location.

CONSIDERATIONS WHEN SELECTING A SITE

Determine if:

- A display is allowed
- Parking is available nearby
- The banners can be put up safely
- Nothing will cover traffic signs or signals
- There is good visibility for approaching cars
- There is high volume of traffic for your area

PLANNING FOR DIFFERENT FENCE CONFIGURATIONS

Supports on the traffic-facing side of the fence:

A multi-segmented URL banner can often be prepared as a single continuous piece by joining the sections with white duct tape. For the first deployment, keep multi-part banners separated so you can make any necessary adjustments. Once the final placement has been confirmed, wrap the tape around both the front and back of each seam to secure the sections together.

Supports on the volunteer side of the fence:

The banner may need to be modified so that fence supports do not interrupt the message. In some cases, this means cutting the banner between letters after production so the edges can attach on either side of a support. Once the cut locations are confirmed, new grommets can be installed at the corners, allowing the banner to remain flat against the fence.

MEASUREMENT WORKSHEETS

Worksheets on the following pages are designed to help you gather the information needed to select the best artwork for your location and plan your first banner deployment.

Two worksheets are provided:

- **Completed Example:** An example of a completed worksheet paired with a photo of the actual deployed banner display.
- **Blank Worksheet:** A printable version to complete during your site visit and then use later at home while planning your banner layout.

In addition to measurements, photos and short videos can be extremely helpful when reviewing the site from home and selecting the banner sizes and arrangement that will work best.

As you complete the worksheet, be sure to note any potential safety concerns or site conditions that may affect installation.

OR...

IF YOU FEEL COMFORTABLE TO DO SO. . .

You can just download the art and go for it!

Site Measurement Example

Below is an example of how to complete the Site Measurement Worksheet and use the measurements to select the banner configuration that best fits your location.

In this real-world example, the distance between fence supports—measured from center to center—is just under 10 feet. This makes the URL 5 artwork pieces a good fit, with a small amount of overlap between sections. The banners are positioned so that the overlap occurs between the “MAGA” and “.org” sections, keeping the letter “g” from being hidden behind the fence support.

If the span between supports were slightly shorter (less than 9 feet 11 inches), the same artwork could still be used by shifting the banner position so that the support falls between the “M” and “A” in “MAGA.” Because the support is only about 3 inches wide, the message would remain clearly readable to passing vehicles.

If the available spans were significantly less than 9 feet, alternative configurations—such as URL2 2x8.pdf or URL3 2x15.pdf—could be selected to create a cleaner fit between the fence columns.

Center to Center Measurements					
9' 11"	9' 11"	9' 11"	9' 11"		
Artwork File Name					
Having doubts 3x6.pdf	URL5 1of3 3x8.pdf	URL5 2of3 3x6.pdf	URL5 3of3 3x4.pdf	You're not alone 3x6.pdf	
Having doubts	Leaving	MAGA	.org	You're not alone	



* Line Spacing = 12"

Site Measurement Worksheet

This worksheet is designed to be completed in two stages: first at the potential banner location, and then later at home. When finished, it will provide an approximate visual representation of how your banner display will fit within the site.

At the site:

Record the center-to-center measurements between vertical fence supports in the top row of the worksheet.

Record other relevant measurements in the designated fields.

Take photos from several perspectives, including:

A view of the bridge from a distance to evaluate visibility.

A view from the installation area to understand how the banners will attach to the fencing.

A short video walkthrough can also be helpful for later reference.

Back at home:

Use the diagram on the worksheet to sketch the location of the fence supports. Each vertical reference line represents 12 inches, so exact precision is not required.

Refer to the Banner Artwork page and select possible banner sizes and configurations.

Sketch the banner sections onto the diagram to visualize how they will fit within the available space.

Enter artwork file names for later reference.

Fence height: _____

Clear vertical space: _____

Total usable space: _____

Support location - **traffic side** or **volunteer side** (circle one)

[illegible]

* Line Spacing = 12"