



Minneapolis Downtown Improvement District

MAIN 612-338-3807
FAX 612.338.0634
MinneapolisDID.com

81 South 9th Street
Suite 260
Minneapolis, MN 55402

Nicollet Mall Kiosks

In keeping with the aesthetics of the Nicollet Mall, the downtown business community reserves the right to decide what posters are appropriate for the Nicollet Mall Kiosks.

Delivery and Timing:

Posters should be delivered to the Minneapolis Downtown Improvement District (MDID) business office by Friday afternoon for possible placement in the Mall kiosks for the following week.

Posters are installed by the MDID Ambassador team once a week, usually on a Tuesday or Wednesday. Posters are placed in the kiosks two weeks prior to the event in most cases.

Content Regulations:

Posters must be event oriented*.

Only notices for events located in downtown Minneapolis are permitted. The event promoted must be accessible to the public.

Announcements of blatantly commercial or self-serving events are prohibited (e.g. storewide sales, political endorsements/fundraisers, requests for donations, etc.).

Posters featuring offensive content (e.g. profanity, inappropriate images, etc.) are prohibited. Appropriate nature of the poster is determined at the sole discretion of MDID.

Posters must have a clean, professional appearance; posters that do not meet the design standards for the Nicollet Mall or those that appear damaged will not be placed in kiosks.

**While the Nicollet Mall kiosk display areas are mainly devoted to event announcements, a small portion of the kiosk space may be utilized to display downtown specific public education and awareness materials (e.g. Minneapolis Police safety campaigns, social outreach resources, notifications of construction projects which may impact the public, etc.). Awareness materials are not guaranteed placement in the kiosks; posters which are approved by MDID will be installed once space becomes available and will be removed when space is needed to accommodate upcoming event notices.*

Size and Quantity:

There are twelve (12) kiosks and each kiosk has two display sides.

The general rules for poster size are:

- Posters equal to or smaller than 11" x 14" will be allowed up to two posters per kiosk (24 posters), as space permits.
- Posters larger than 11" x 14" will be allowed only one poster per kiosk (12 posters).
- Maximum poster size is 11" x 17"

At certain times of the year, there may be many events going on at the same time, and only one poster per kiosk may be placed, regardless of size. Posters will not be returned to any organization.

For additional information contact MDID at 612.338.3807 or Info@MinneapolisDID.com