

# Installing a



# See-Thru Banner

## Prior to Installation



*Please read all instructions thoroughly before beginning to install your DrivAd™ see-thru banner.*

### 1 Materials you'll need

- ★ Gather the following things ahead of time:
  - paper towels and window cleaner
  - tape measure
  - masking tape
  - scissors
  - razor blade or sharp knife (needed only if installing a full-window banner)

### 2 Preparing your surfaces

- ★ Do not expose your banner to water or heat ahead of time.
- ★ Make sure your window is completely smooth, and clean of dirt, wax, or grease. (A newly-washed and thoroughly dry car can be helpful.) The ideal window temperature for installation is from 40°F to 80°F.

## Ready to Install



*Important note: It is against the law to apply a DrivAd™ banner to the front windshield, or to either of the front side windows.*

### 3 Centering the banner

You'll want to align the banner horizontally in the center of your window, and here's the easiest way to do so:

- a) Measure the width of your window and find its center.
- b) Using two small pieces of tape, mark the center on both the top and the bottom.
- c) Measure the width of your banner and find its center.
- d) Using one very long piece of tape, mark the center by running tape all the way from top to bottom, allowing extra tape to run over each edge.
- e) Without removing the backing paper, place the banner on the window so that the two centers line up.
- f) Secure the banner in place by pressing on the long tape you applied in step 3d, and adding a little extra in all four corners.
- g) Stand back to view the banner from a distance, and adjust its placement as needed.

#### 4 Applying the right side of the banner

- a) Remove the small pieces of tape at the top right and bottom right corners of the banner.
- b) Lift up the immediate right side of the banner and fold it leftward, back over itself.
- c) Begin to slowly separate it from the backing paper. As you separate, gently push the right side leftward, making sure that the newly-exposed adhesive is touching nothing but air. Keep the taped center firmly in place.
- d) Once the right side is fully separated from the backing paper and you've reached the taped center, use the scissors to cut off and remove the backing paper as close to the center as you can.
- e) While holding the paper-less right half in your right hand, place your left hand next to the taped center and begin to smooth the banner down onto the window. Work down and outward, evenly forcing out any air bubbles.
- f) As the banner comes completely down, use both hands to smooth out any wrinkles. If you need to, it's okay to remove a wrinkle by gently pulling a portion back up and then smoothing it down again.

#### 5 Applying the left side of the banner

- a) Repeat steps 4a-c in mirror image.
- b) Continue to carefully separate the banner from the backing paper until you can safely remove the remaining paper and set it aside.
- c) Repeat steps 4e-f to smooth the left side of the banner onto the window.
- d) Once both sides are down, remove any other remaining tape from the banner and the window.



*Take your time adjusting the banner until you're completely satisfied. Do not hesitate to take it off and put it back on if not perfectly positioned the first time!*

#### 6 Trimming a full-window banner

Do you plan to fill your entire window with your new banner? Here's where your razor blade or sharp knife comes in handy.

- a) Beginning at one corner, carefully trim the excess banner material to fit the edges of your window.
- b) Slowly inch your way around the entire window.
- c) Once you've custom-cut the banner to fit, go back over all the edges with your fingers and press firmly.

## Long-Term Customer Care Tips

### Please feel free to:

- ★ Use your window defroster whenever you please, as it will not harm your banner. In fact, when using non-laminated see-thru banners during rainy weather, defrosters actually help improve visibility. *(Please see Important Notes below.)*
- ★ Go through a car wash. The most effect a car wash can have on your banner is to make it clean.

### Please take care to avoid:

- ★ Taking your banner on and off after it's installed. In the first couple of days after installation, the banner begins to mold to your window. The less you remove it after this period, the longer it will last.
- ★ Using ice scrapers or abrasive cleaners.
- ★ Applying high pressure washers, especially at close range.

## Guarantee and Return Policy

DrivAd™ see-thru banners are guaranteed against defects in material and workmanship only. This guarantee does not cover:

- Banner design and/or artwork improperly created by the customer and delivered to DrivAd™.
- Banners damaged due to incorrect installation or maintenance.
- Banner adhesive degrading due to banners being taken on and off repeatedly.

Please mail any defective product along with a description of the defect to:

DrivAd, Inc.  
P.O. Box 904  
Alviso, CA 95002

### Important notes:

- \* Before applying the DrivAd™ banner, please consult your state and local authorities regarding vehicle tinting regulations.
- \* You may need to alert your insurance company about your decision to carry a DrivAd™ banner on your vehicle.
- \* When using non-laminated DrivAd™ banners, water and inclement weather conditions can reduce visibility. Customers choose to do so at their own risk, and DrivAd™ cannot be held responsible for any accident or injury resulting from such conditions.