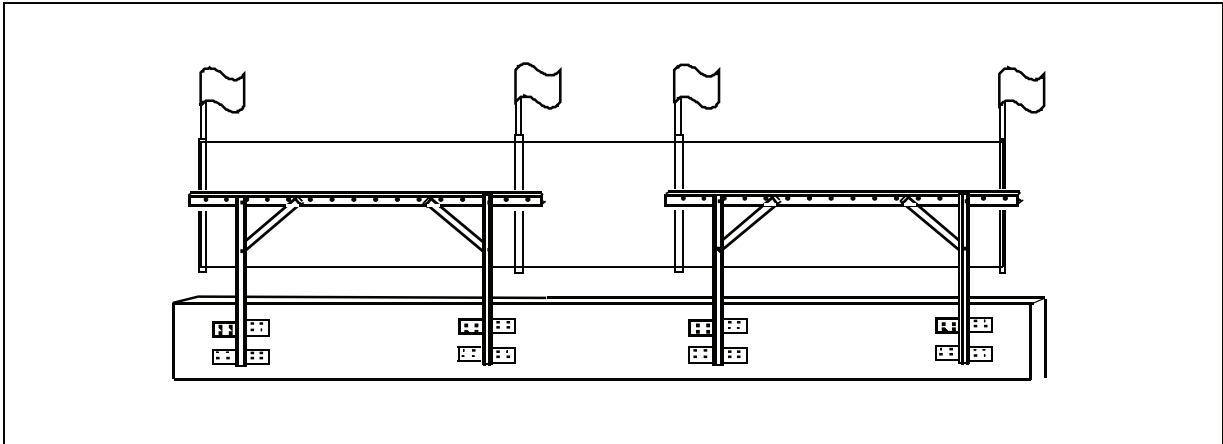


McDonald's Model TopLine Banner Frame

Installation Instructions



IMPORTANT CAUTION & SAFETY NOTICE !! **Read Before Installing !**

The TopLine Banner Frame must be installed and used exactly according to these instructions in order to validate the warranty. Installation should be performed by a knowledgeable mechanic or maintenance person. Voxpop does not provide sealants or other moisture inhibitors. Installation of this product may void roofing material warranties. Consult your roofing material manufacturer for recommended weatherproofing steps. The mounting surface must be a minimum 3/8" plywood. Mounting surfaces other than wood will require mounting fasteners or permanent supports not included with this product. Use of this product in winds exceeding 40 MPH may result in damage to the framework, your building, or other property. Any installed banner **MUST BE REMOVED** in the event of high winds. The frame should **NEVER** be put in the "lay back" position with the banner or vertical "Arms" attached. Questions ? Call Voxpop for installation advice **BEFORE** installing.

Manufactured in the USA by

VOXPOP
MARKETING SYSTEMS

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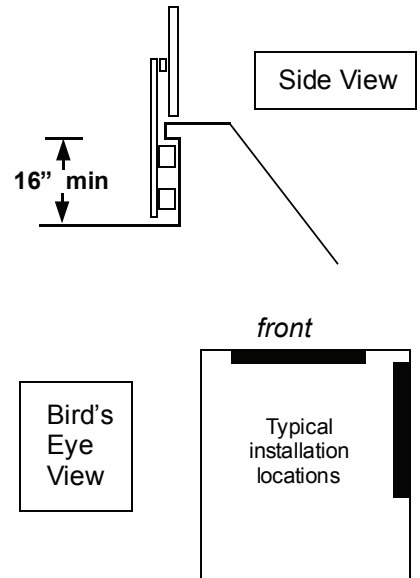
STEP ONE - PREPARATION & LAYOUT

The McDonald's TopLine Model is comprised of (2) *base frames* that measure 20 feet across. It is designed for installation on the back side of the parapet (knee) wall on your building's roof. A minimum 16" high vertical parapet is required. *If your parapet is less than 16" high, call Voxpop to order a "Short Parapet" upgrade kit.* Install the frame as high on the parapet wall as you can, to be sure the banner will clear the top of the wall. The frame allows for a 2" offset parapet header. Shims may be required for larger offsets.

Select a location for your finished display that will maximize its merchandising effectiveness. Typically this will be the front of the building or on the front portion of the *side* of the building, where traffic will notice.

- TOOLS :**
- NEEDED**
 - Level**
 - #2 or #3 driver bit**
 - (2) 7/16 deep socket wrenches or ratchets**
 - Power drill or driver**
 - Measuring tape**
 - Adjustable crescent wrench**

*We recommend the use of sealants or caulking (not included).
Bracket fasteners included are for strong, wood backed surfaces only.
Call Voxpop for assistance with alternate surfaces.*



STEP TWO - INSTALLING THE BASE FRAME

GENERAL NOTES:

All **Legs**, **Corner braces** and **Strongbacks** fasten together as shown in **FIG A** whenever instructions call for it. (Fig shows left leg)

FIG B shows an overview of how the McDonald's 2-part base frame appears when installed properly.

When installed, the open channel side of the **Legs** face inward. The open channel of the **Strongback** sections face outward (to the street).

Use a level to be sure all **Legs** are plumb (vertically straight). Be sure to drive a screw in *all* screw holes in the leg brackets (total 64 screws). *Note : If the mounting surface is not wood or wood backed, alternate fasteners are required. Call Voxpop for assistance.*

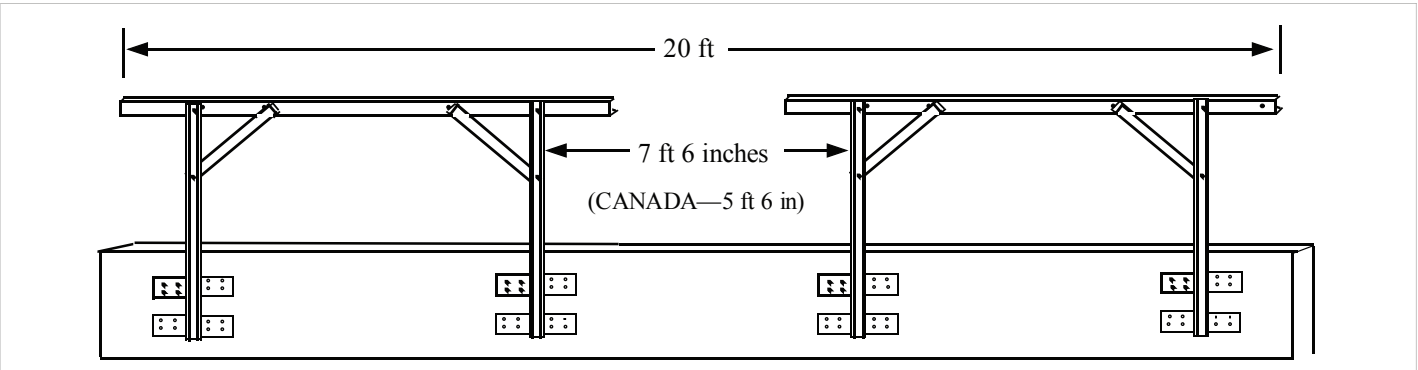
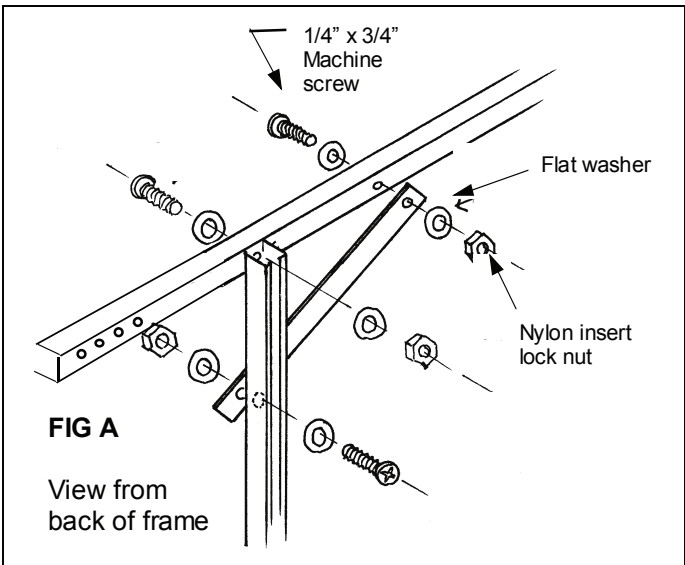


FIG B - Overview of McDonald's TopLine 2-part base frame. It is a good idea to lay out the components to be sure positioning is correct before fastening to wall.

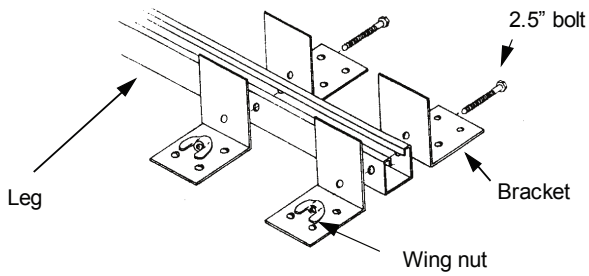


FIG 1 Fasten (4) mounting brackets to each of the (4) legs exactly as shown, using 2.5" bolts, washers and wing nuts. Use washer on wing nut side (not shown). Tighten securely.

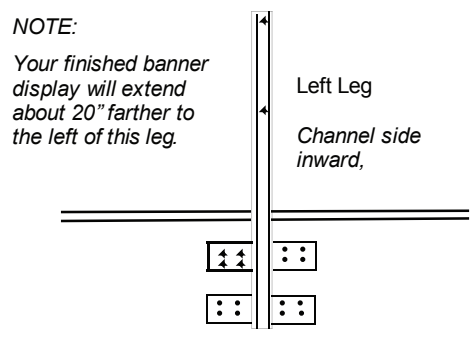
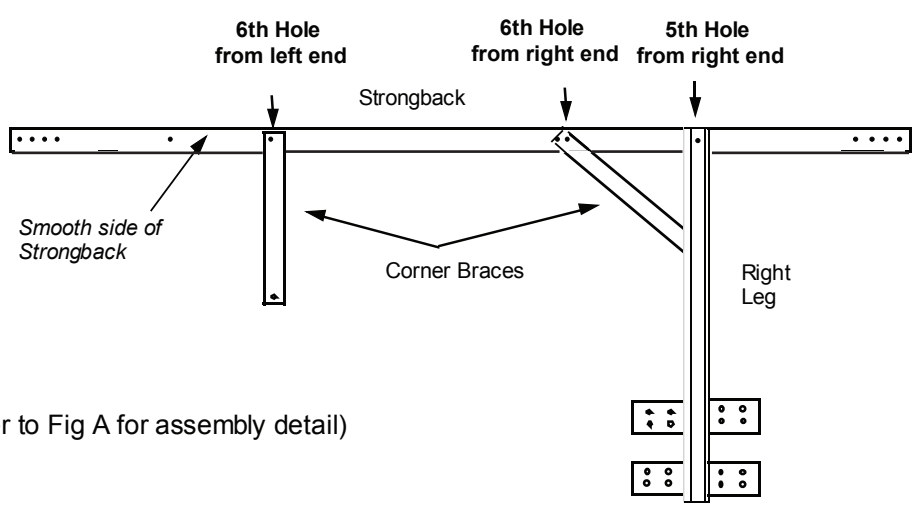


FIG 2 - Screw a **Leg** to the wall - it will be the left leg on the left part of the base frame. Install as high up as you can. Use a level to be sure it is installed plumb (vertically level).



(Refer to Fig A for assembly detail)

FIG 3 - Remotely, assemble another **Leg** to a section of **Strongback** at the 5th hole inward, as shown. Fasten a **Corner brace** to the Strongback at the 6th hole inward, on both sides. Fasten the right Corner brace to the Leg, as shown.

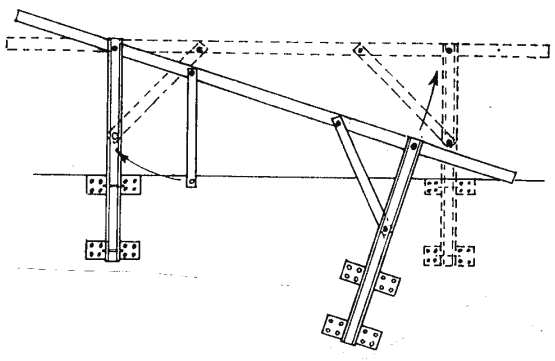


FIG 4 - Bolt the **Strongback** (with Right Leg attached) to the **Left Leg**. (Refer to detail diagram Fig A). Then raise the assembly until the **Strongback** is level. Hold in place and fasten one screw in one of the brackets on the **Right Leg**, holding it to the parapet.

Bolt the **Left Corner Brace** to the **Left Leg**. The holes should line up. If not, remove the single screw and adjust. Finish fastening the **Right Leg** to the parapet at the remaining 15 screw holes.

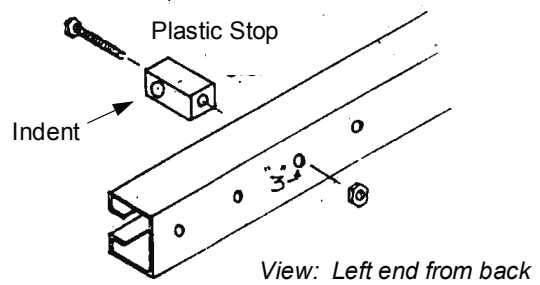


FIG 5 - Fasten the white plastic **Live end Stop** to the left section of base frame as shown. Fasten at the 3rd hole inward on the left end of the **Strongback**. Use a 2.5" bolt and hex nut. The indent on the side should face outward.

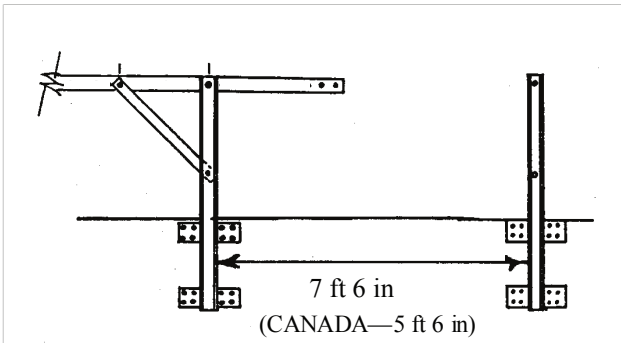


FIG 6 - Screw another **Leg** to the wall, exactly 7'6" to the *right* of the *right* leg from FIG 3. Be sure the leg is plumb. Repeat FIGS 3 & 4 to attach the remaining leg and Strongback to this leg.

NOTE: Canada Model—space at 5 ft 6 in

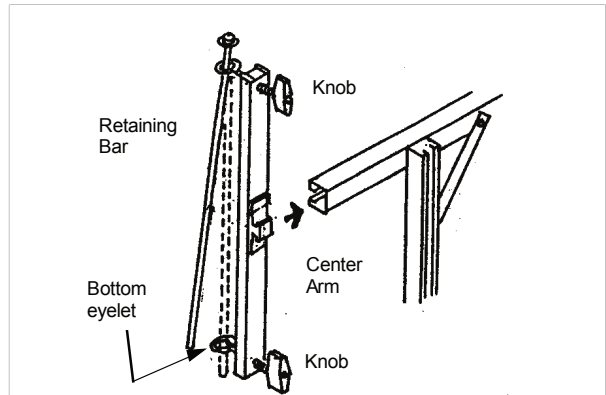


FIG 7 - Slide a (yellow sticker) **Center arm** onto each **Strongback** as shown. See FIG 8. For security, fasten the **Center Arm Stops** as shown in FIG 7A.



FIG 7A—Place **Center Stops** in 1st hole on each base frame as shown, using bolt, wing nut and plastic sleeve. (View is from front of frame).

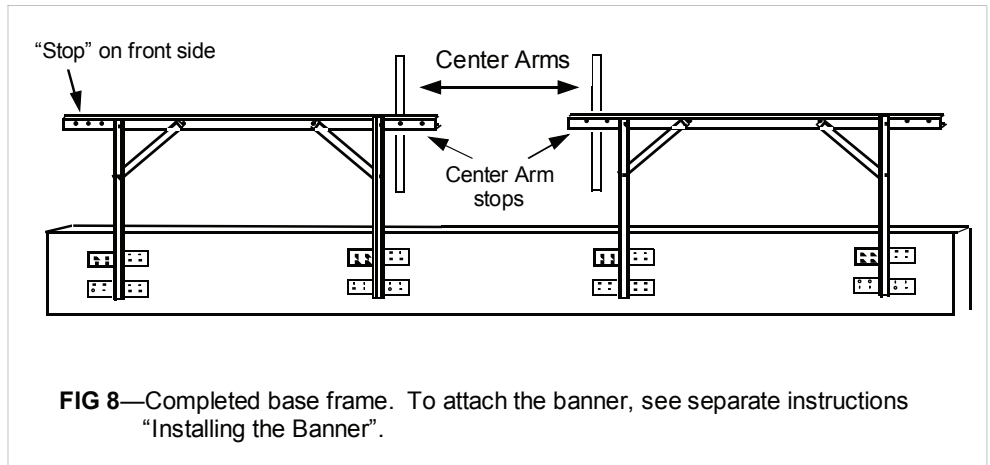
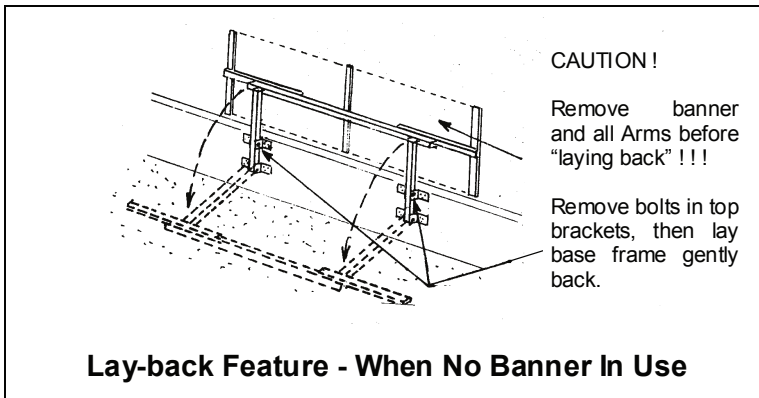


FIG 8—Completed base frame. To attach the banner, see separate instructions "Installing the Banner".



Lay-back Feature - When No Banner In Use

DO NOT DISPLAY A BANNER ON THIS FRAME IN WINDS ABOVE 45 MPH !!

INSTALLER: Please leave the copy of "Installing the Banner" with the facility manager for future use.

Voxpop Marketing Systems

QUESTIONS? COMMENTS? CALL VOXPOP
 CUSTOMER SERVICE TOLL FREE
 1-800-3-VOXPOP

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Patents Pending
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