

Los Angeles California

Sizes & File Specifications

Overall Size: 102' 10" H x 61' 8" W
 Visible/Live Areas: 102' 10" H x 61' 8" W
 Panel #1: 102' 10" H x 26' 8" W + 2" bleed all sides
 Panel #2: 7' 2" H x 4' W + 2" bleed all sides
 Panel #3: 72' 9" H x 31' W + 2" bleed all sides
 Panel #4: (7 Windows): 6' 7" H x 16' W /each
 Document Scaling: 1" = 1' scale
 Resolution: Minimum 300 dpi
 Color Mode: CMYK
 Text Format: Outlined vectors for upscaling
 Digital File Formats: .pdf, .jpg, .tiff, .eps preferred

Materials

Wall Material: FLEXcon RTS Adhesive Vinyl
 Window Material: FLEXcon SEETHRU Sign 60/40

Deadlines

- Allow three (3) weeks from receipt of art for City of West Hollywood design review and permitting
- Revisions to creative after permits are issued are subject to re-filing fees
- Vinyl must be delivered to the installer one (1) week prior to posting
- Installation may take up to 5 days from posting date to complete and only allowed on weekdays

General Production Information

- Text cannot exceed 750 square feet (15% of sign area)
- All vinyl material shall be noncombustible or shall have a flame spread index of not greater than 25 when tested in accordance with ASTM E 84 or UL 723
- All materials shall comply with City of WH CBC 705.12
- Vinyl manufacturer shall stamp material with the original date of manufacturing
- Please provide a layout of the image for installation
- Please provide match print with crop marks

Approved Printers

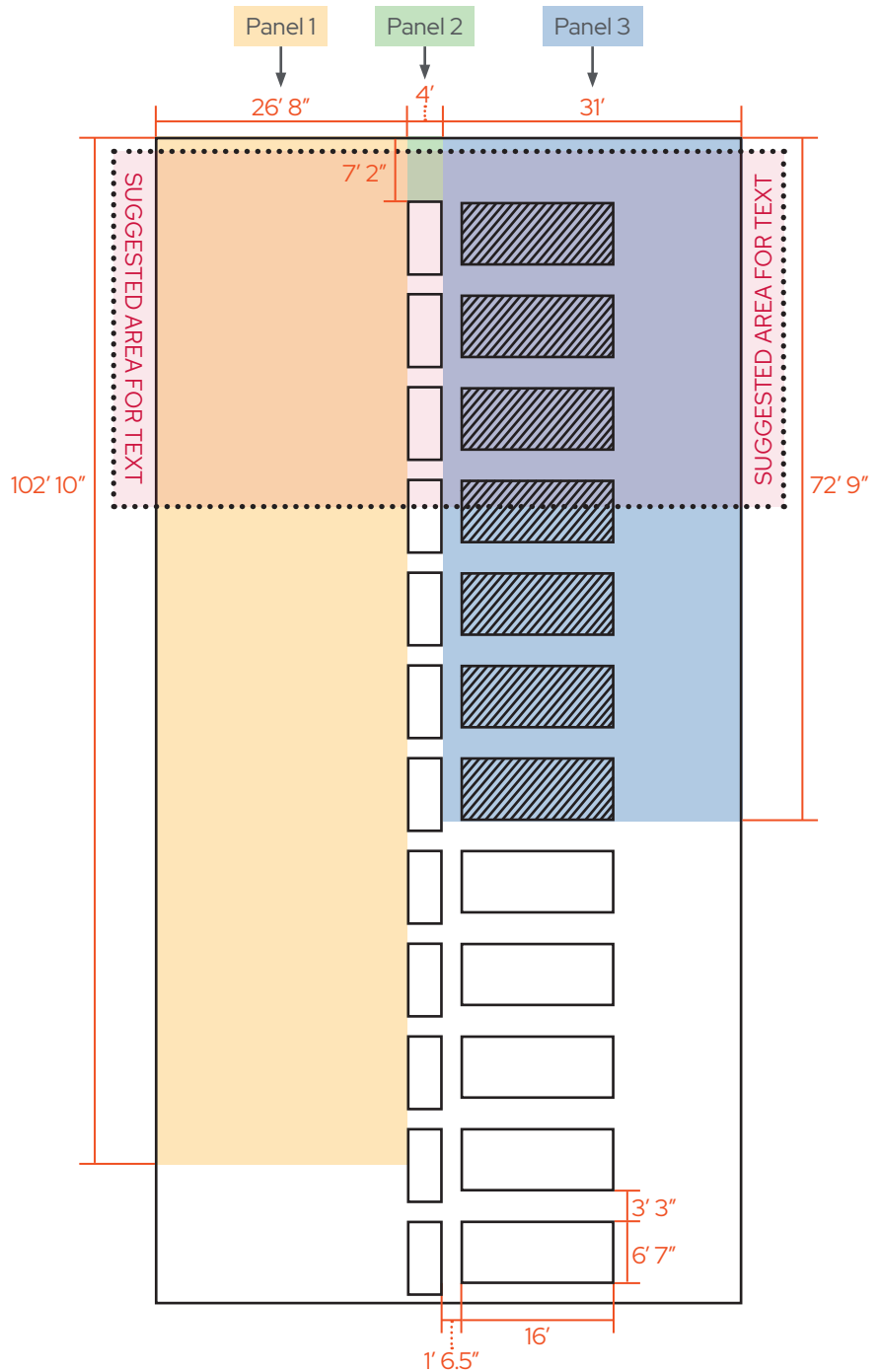
BP Graphics | Curt Carpenter (602) 272-7097
 3940 W. Montecito Ave, Phoenix, AZ 85019
 Midnight Oil | David Updegraph (818) 295-6078
 3800 Venowen St, Burbank, CA 91505

Installation Contractor

Pro Graphic Installers Inc | (424) 200-1103
 405 W. California Ave, Unit B, Glendale, CA 91203

File Delivery & Inquiries

Please send creative to: traffic@brandedcities.com

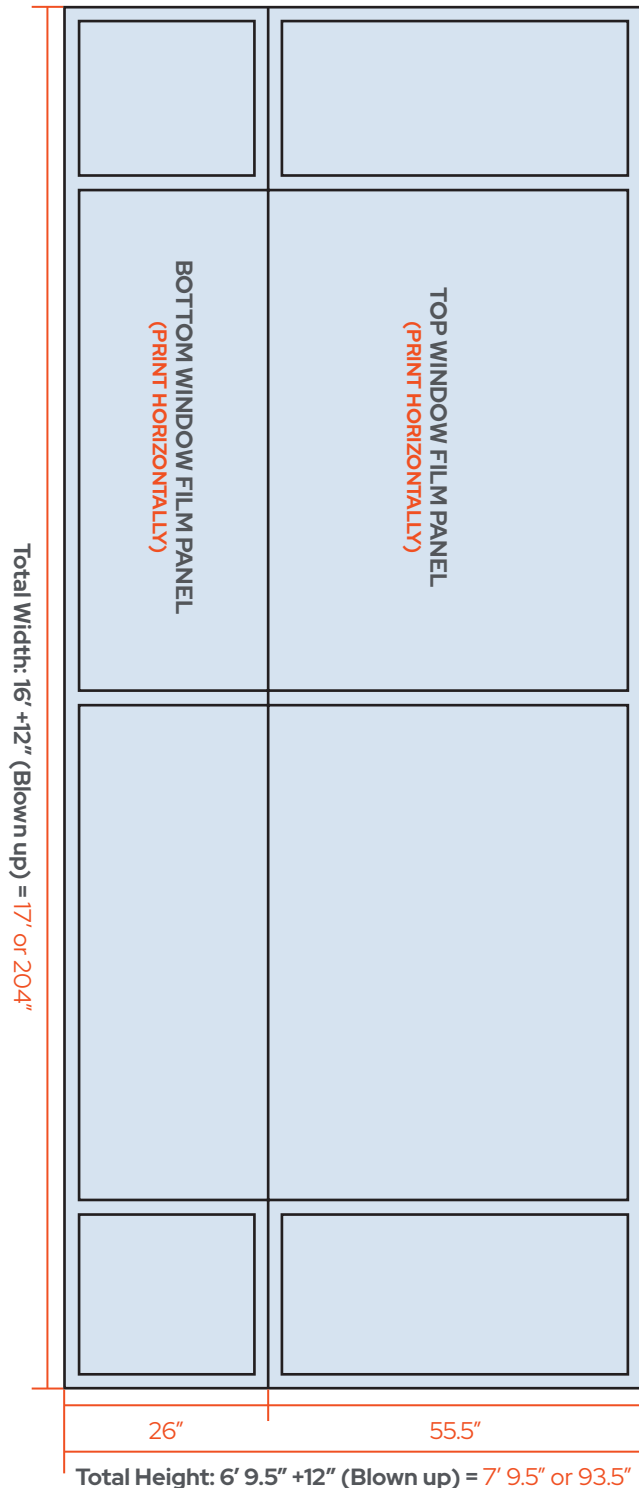


***ALL creative must be approved by Branded Cities before it goes into production.**

- Panel 1: 102'- 10" x 26'- 8"
- Panel 2: 7'- 2" x 4'- 0"
- Panel 3: 72'- 9" x 31'- 0"
- Panel 4 (7 WINDOWS): 6'- 7" x 16'- 0" ea

- Cut panels in 20' lengths max. height as follows:
 - 2" overlap on right side of each panel
 - 2" rain lap at bottom of each panel
- Mark visible at bottom w/ registration marks

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Please Note: Materials will overlap at window frame and "center cut" overlap. 12" added for adjustment.

