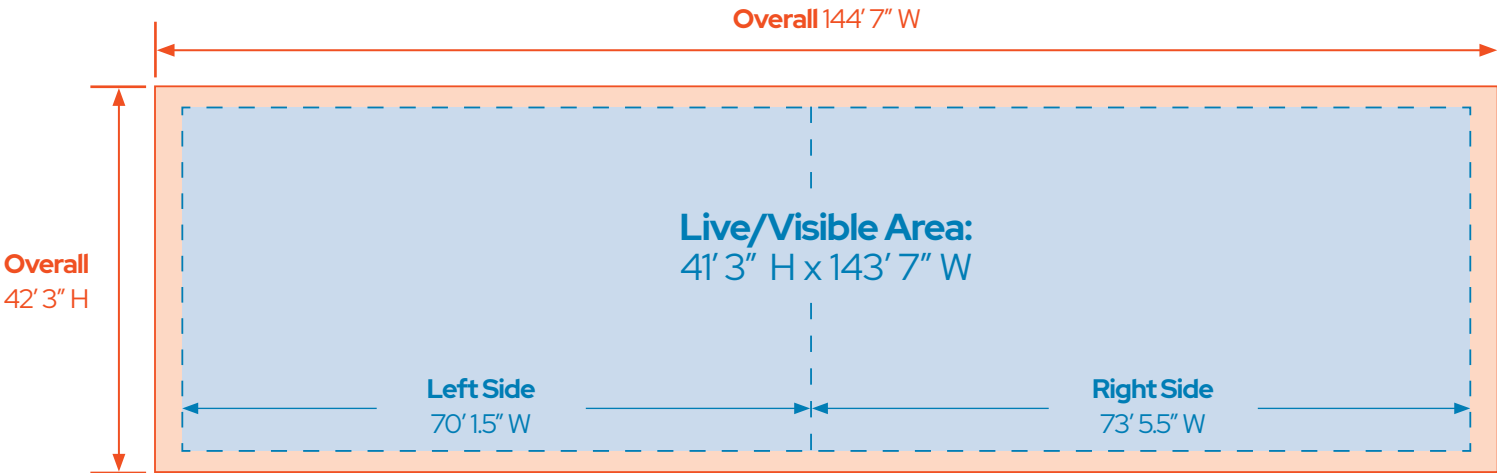


New York New York



File Format Specifications

Overall Vinyl Size (Including Pockets): 42' 3" H x 144' 7" W
Live/Visible Area: 41' 3" H x 143' 7" W
Document Scaling: 1" = 1' scale
Resolution: 300 dpi
Color Mode: CMYK
Text Format: Convert to outlines for upscaling
Digital File Formats: .pdf, .jpg, .tiff, .eps preferred

Materials, Sides & Pockets

Material: 8 oz lightweight vinyl
Bleeds: 6" bleeds on all sides
Pockets: 6" pockets on all sides and to be printed
Finishing: Seal bottom of vertical pockets
Grommets: Not required
Seatbelt Webbing reinforcing vertical corners of live area
Provide a one foot wide additional layer of vinyl around the perimeter of the sign to resist tearing
Final produced vinyl shall be in one piece

Deadlines

Print-ready art is due three (3) weeks prior to posting date. Vinyl material to be supplied ten (10) days prior to posting. Please allow up to three (3) weeks for issuance of permits.

Inquiries

For additional production questions, please contact: traffic@brandedcities.com

General Production Information

Vinyl Specifications:

- All vinyl materials shall conform to the City of New York code. The graphic producer shall provide an affidavit confirming the sign was made from fire retardant or noncombustible material, and include the MEA number. The graphic producer will also supply an 8.5"x11" peel and stick decal to applied to the lower right hand corner of the graphic by the sign installer. The upper section of the decal will include the MEA number for the material provided. The lower section will be filled in by the installer with the installation date.
- The edge restraint system along the entire periphery of the vinyl display will have welded seams.
- The vinyl will be stamped with original date of manufacture.

Proofs: Electronic proofs will be provided for final approval. Once the client receives final proofs from Branded Cities, the client shall have one (1) business day to approve the final proofs to avoid any potential delay in posting. Hard proofs are available but add a minimum of 48 hours to the production timeline and incur an additional fee.

Labels: Finished products delivered to installers are required to have labels that include an image of the copy along with the measurements of the product.

Shipping Contact

AMA Electric Sign Co.
Elvis Caimare
30 Warren Place, Mount Vernon, NY 10550
914.530.5252
Delivery hours are 7a-2p