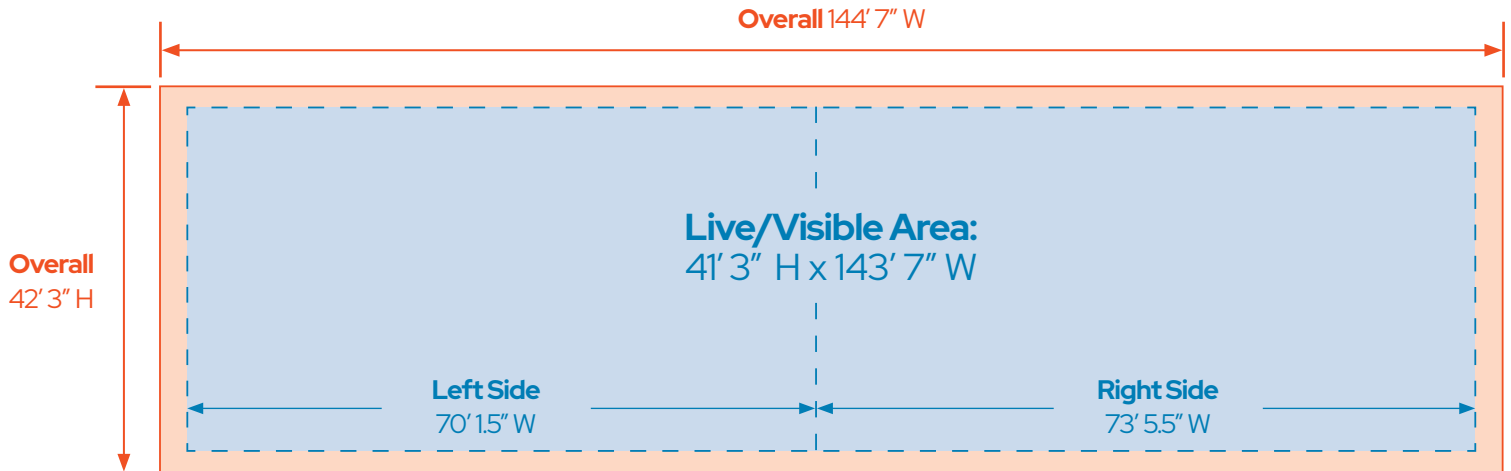


New York New York



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: 1/2" = 1' scale
Resolution: 600 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.
 Printed vinyl to be supplied ten (10) days prior to posting.
 Please allow up to two (2) weeks for issuance of permits.

Inquiries

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

General Production Information

- 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. Production does not begin until a proof is approved. 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

North Shore Neon Sign Co., Inc.
 46-49 54th Ave., Maspeth NY 11378
 718.937.4848
 Delivery hours are 7a-3p