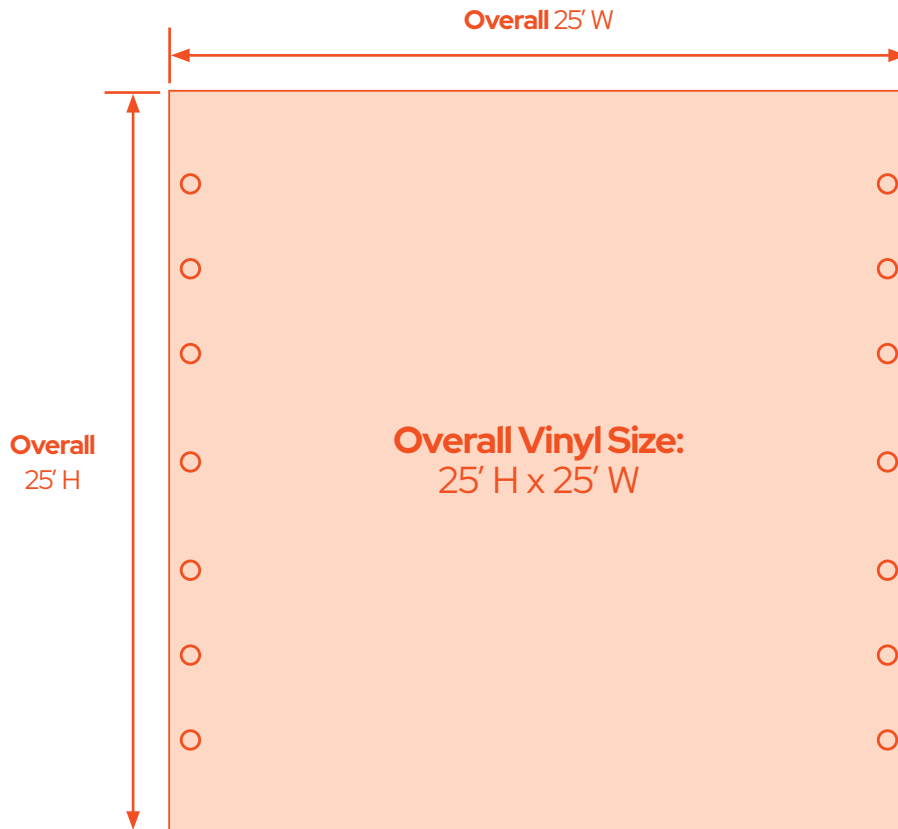


New York New York

**File Format Specifications**

Overall Vinyl Size (Including Pockets): 25' H x 25' W

Live/Visible Area: 25' H x 25' 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: Ultra Flex - UltraMesh 100 or equivalent

Pockets: 4" pockets on top and bottom

Finishing: 2" reinforced hem on the left and right side

Grommets: 9/16 Hole grommets 12" on center are required on both sides only

Deadlines

Print-ready art is due three (3) weeks prior to posting date.

Printed vinyl to be supplied ten (10) days prior to posting.

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 be 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 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

Interboro Sign and Maintenance
39-16 23rd Street, Long Island City, NY 11101
718.366.7901
Delivery hours: 7-2pm M-F