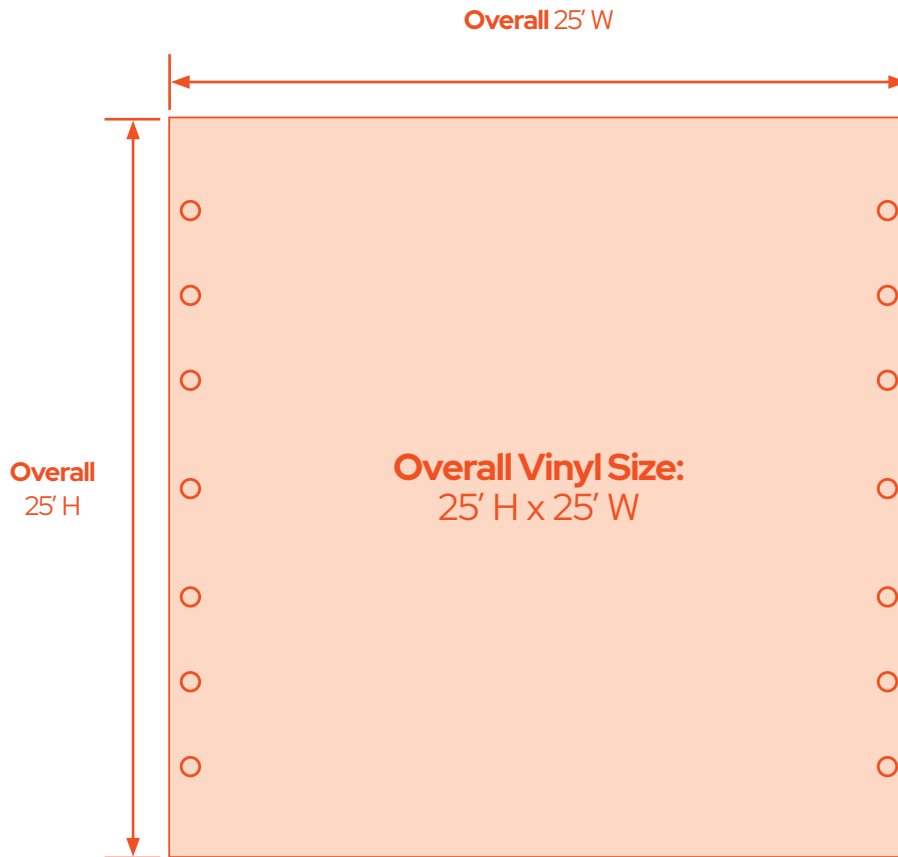


## New York New York



### File Format Specifications

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

**Live/Visible Area:** 25' H x 25' W

**Document Scaling:** 1/2" = 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:** 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](mailto: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

#### Interboro Sign and Maintenance

201 Ingraham Street, Brooklyn, NY 11237

718.366.7901

Delivery hours: 7-2pm M-F