

New York New York

File Format Specifications

Overall Vinyl Size (Including Pockets): 100' 6" H x 27' 4" W

Live/Visible Area: 100' 6" H x 27' 4" 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 Tight Weave Vinyl Mesh

Pockets: 3" pockets on top/bottom in visible area and to be printed

Hem: 2" on Left/Right sides in visible area and to be printed

Grommets: 1/2" I.D. Grommets at 10" O.C., spacing full height

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.

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 sign fabric will be stamped with the date of the original manufacture by the vendor.
- Please provide a layout of the image and registration marks on the top left of live area of the vinyl for installation.

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. Please include an image of the copy along with measurements of the product.

SHIPPING CONTACT

Service Sign Erectors Co., Inc.

120 East 131st Street, New York, NY 10037

(212) 368-4600 (Receiving hours 7a-2p)

Inquiries

For additional production questions, please contact:

traffic@brandedcities.com

