

4/30/2018

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|-------------------------------|---|
| <b>Market:</b>                | New York, NY  |
| <b>Location:</b>              | 140 W 42nd Street   |
| <b>Panel Number:</b>          | The Knick   |
| <b>View Size (Live Area):</b> | 100'-6"H x 27'-4"W  |
| <b>Bleed:</b>                 | Print To Edge   |
| <b>Material:</b>              | Tight Weave Vinyl Mesh - Approximate Weight 8oz. Per Square Yard<br>3M Mesh Banner Material IJ 53 or Equivalent Product Type<br>Material must be NYC approved. Imager must provide a label with the MEA number. |
| <b>Finishing:</b>             | 3" Pockets at Top and Bottom<br>2" Hem, Both Sides w. 1/2" ID Grommets at 10" O.C. Spacing Full Height  |
| <b>Software:</b>              | InDesign, Photoshop or Illustrator  |
| <b>OS:</b>                    | Macintosh   |
| <b>File Mode:</b>             | CMYK  |
| <b>File Format:</b>           | TIFF  |
| <b>Storage Media:</b>         | CD-ROM / DVD-ROM  |
| <b>Scaling</b>                | 1/2 INCH = 1 FOOT: 600 DPI<br>1/4 INCH = 1 FOOT : 1200 DPI  |

## General Requirements:

- 1) All vinyl material is required to be accepted by the MEA as flame resistant in accordance with the 1996 edition of NFPA 701, Standard Method of Fire Tests Resistant Textiles and Films.
- 2) The edge restraint system along the entire periphery of the vinyl display shall have welded seams.
- 3) The vinyl sign fabric shall be stamped with the date of the original manufactured by the manufacturer.
- 4) Please provide a layout of the image for installation.
- 5) Materials are due two weeks prior to the commencement of the installation.

## \* PLEASE PROVIDE MATCHPRINT WITH CROP MARKS

### Ship To Address For This Location:

Interboro Sign and Maintenance  
201 Ingraham Street  
Brooklyn, NY 11237  
(718) 366-7901

### Questions About The Above Specifications:

Sam Toporek - Branded Cities Network  
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