

8/14/2018

**MARKET:** Los Angeles  
**LOCATION:** 8440 West Sunset Blvd | Mondrian Hotel / West Hollywood  
**PANEL NUMBER:** LA 1001

**SIZES:** Live/Visible: 102' 10" H x 61' 8" W  
*(Please refer to details on the following pages)*  
**Panel #1:** 102' 10" H x 26' 8" W + 2" bleed on all sides  
**Panel #2:** 7' 2" H x 4' W + 2" bleed on all sides  
**Panel #3:** 72' 9" H x 31' W  
**Panel #4:** (7) Windows: 6' 7" H x 16' W each

**WALL MATERIAL:** FLEXcon RTS Adhesive Vinyl  
**WINDOW MATERIAL:** FLEXcon SEETHRU Sign 60/40

**FILE FORMAT:**

- 1/2 Inch = 1 Foot (600 dpi) | 1/4 Inch = 1 Foot (1200 dpi)
- Convert all text to outlines; CMKY
- .jpg, .tif, .psd, .pdf files accepted

**GENERAL INFO:**

- Text cannot exceed 750 square feet (15% of sign area)
- All vinyl material shall be noncombustible or shall have a flame spread index of not greater than 25 when tested in accordance with ASTM E 84 or UL 723
- All materials shall comply with City of West Hollywood CBC 705.12
- Vinyl manufacturer shall stamp material with the original date of manufacturing
- Please provide a layout of the image for installation and match print with crop marks
- Materials are due 1 week prior to posting

**FILE DELIVERY:** Please send art via Hightail, WeTransfer, ShareFile, Dropbox or FTP to the following:  
[programming@brandedcities.com](mailto:programming@brandedcities.com)

<b>APPROVED PRINTERS:</b>	<b>BP Graphics</b>	<b>Midnight Oil</b>
	Contact: Curt Carpenter (602) 272-6078 3940 W. Montecito Ave, Phoenix, AZ 85019	Contact: David Updegraph (818) 295-6078 3800 Venowen St, Burbank, CA 91505

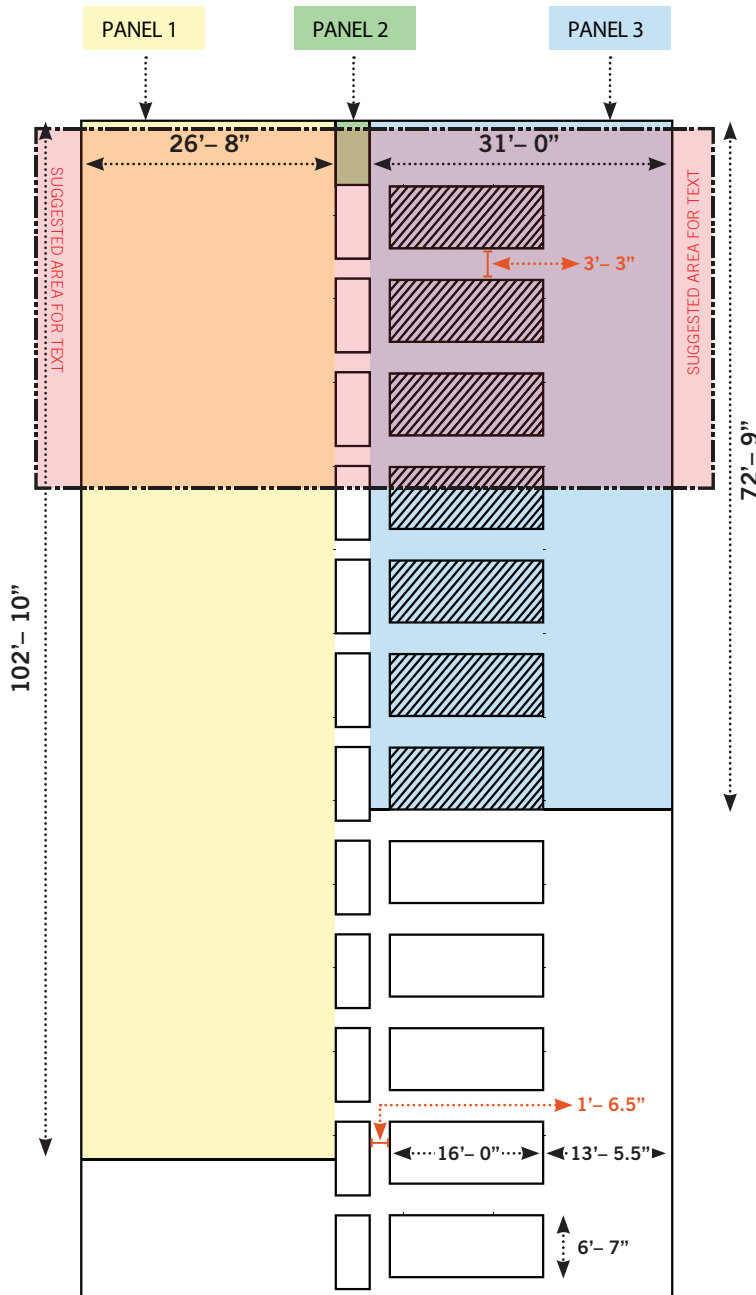
**INSTALLATION CONTRACTOR:** Hang Time Installers  
 6413 Alondra Blvd, Paramount, CA 90723  
 (562) 817-5629

**SCHEDULING:**

- Allow 1 week from receipt of art for City of West Hollywood design review and permitting
- Revisions to creative after permits are issued are subject to re-filing fees
- Vinyl must be delivered to the installer 2 business days prior to posting
- Installation may take up to 5 days from posting date to complete and only allowed on weekdays

**NOTE: Art must be received minimum 3 weeks prior to posting.**

# LA 1001



**\* ALL CREATIVE MUST BE APPROVED BY BRANDED CITIES BEFORE IT GOES INTO PRODUCTION.**



## AREA SUMMARY

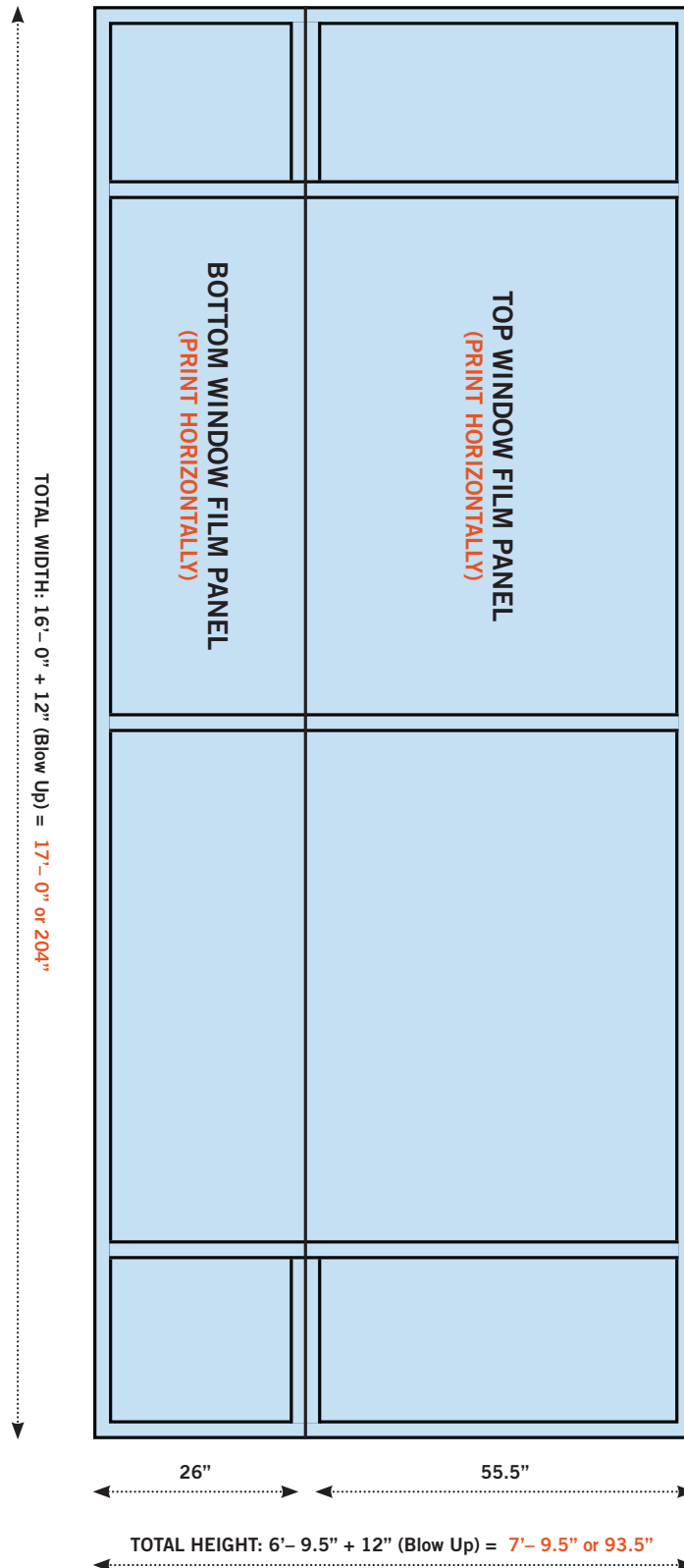
- PANEL 1:** 102'-10" x 26'-8"
- PANEL 2:** 7'-2" x 4'-0"
- PANEL 3:** 72'-9" x 31'-0"
- PANEL 4: (7 WINDOWS):** 6'-7" x 16'-0" ea.

- Cut panels in 20' lengths max. height as follows:
  - 2" overlap on right side of each panel
  - 2" rain lap at bottom of each panel
  - Mark visible at bottom w/ registration marks

**NOTE: Art must be received minimum 3 weeks prior to posting.**

LA 1001

FILE DELIVERY + PRODUCTION CONTACT: [programming@brandedcities.com](mailto:programming@brandedcities.com)



**NOTE:**  
Materials will overlap at window frame and "center cut" overlap. 12" added for adjustment.

# LA 1001

FILE DELIVERY + PRODUCTION CONTACT: [programming@brandedcities.com](mailto:programming@brandedcities.com)