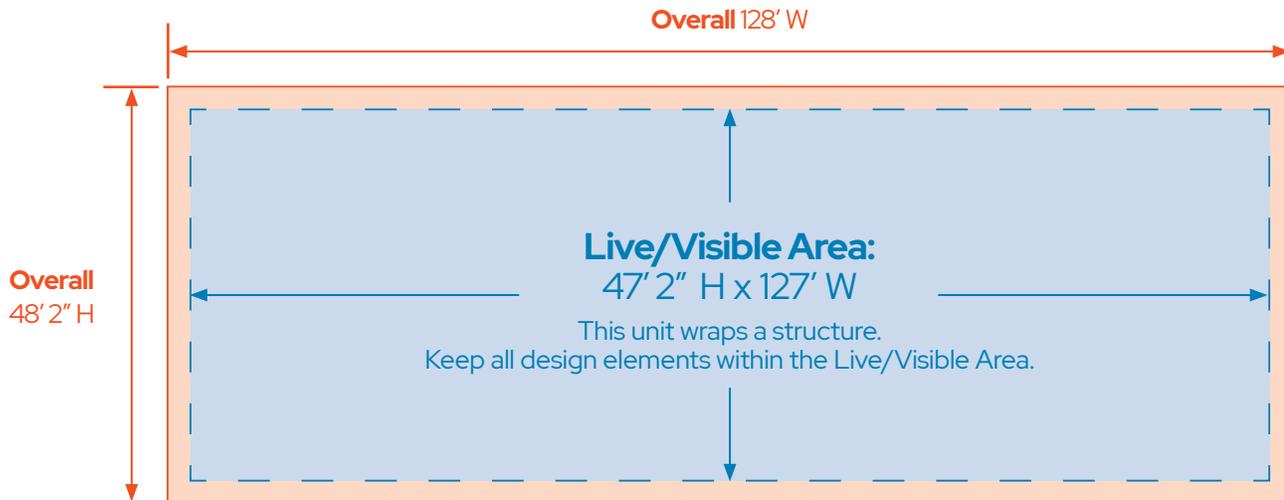


## New York New York



### Sizes & File Specifications

Overall Vinyl Size (Including Pockets): 15' 4" H x 49' 4" W

Live/Visible Area: 14' H x 48' W

Document Scaling: 1" = 1' scale

Resolution: 300 dpi

Color Mode: CMYK

Text Format: Outlined vectors for upscaling

Digital File Formats: .pdf, .jpg, .tiff, .eps preferred

### Material, Sides & Pockets

Material: Stretch vinyl - No Eco vinyl

Pockets: 4" reinforced pockets on all sides and to be printed

Finishing: Seal bottom of vertical pockets

Grommets: Not required

### Deadlines

Print-ready art is due three (3) weeks prior to posting date. Vinyl material to be supplied ten (10) days prior to posting. Please allow up to three (3) weeks for issuance of permits.

### Inquiries

For additional production questions, please contact:  
[traffic@brandedcities.com](mailto:traffic@brandedcities.com)

### General Production Information

#### Vinyl Specifications:

- All vinyl material is required to be accepted by the MEA as flame resistant in accordance with the 1996 edition of NFPA 701 (Standard Methods of Fire Tests for Flame Propagation of Textiles and Films).
- 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 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 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