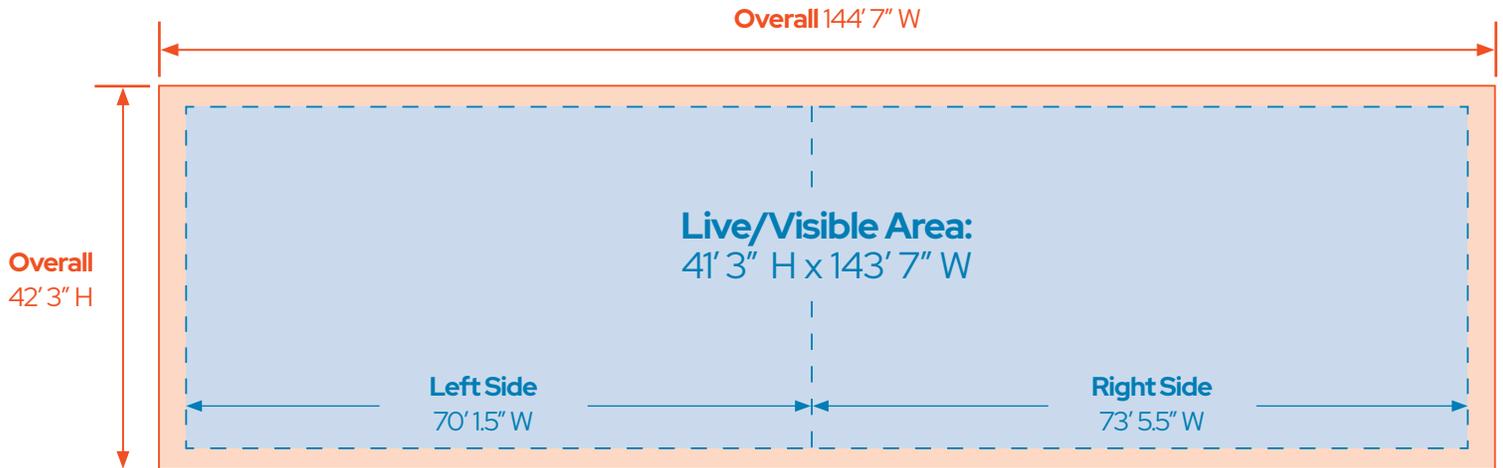


New York New York



**File Format Specifications**

**Overall Vinyl Size (Including Pockets):** 42' 3" H x 144' 7" W  
**Live/Visible Area:** 41' 3" H x 143' 7" 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 lightweight vinyl  
**Bleeds:** 6" bleeds on all sides  
**Pockets:** 6" pockets on all sides and to be printed  
**Finishing:** Seal bottom of vertical pockets  
**Grommets:** Not required  
 Seatbelt Webbing reinforcing vertical corners of live area  
 Provide a one foot wide additional layer of vinyl around the perimeter of the sign to resist tearing  
 Final produced vinyl shall be in one piece

**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 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. 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**

AMA Electric Sign Co.  
 Elvis Caimare  
 30 Warren Place, Mount Vernon, NY 10550  
 914.530.5252  
 Delivery hours are 7a-2p