

ARTWORK REQUIREMENTS

MECHANICAL PROPORTION & SCALE

- 1/2" = 1' @ 600 DPI
- Mechanical Live Size: 47.5" H x 13.67" W
- Bleed (including pockets + hems): 47.75" H x 13.92" W

SIDES & POCKETS

- 3" Pockets on top/bottom in visible area and to be printed
- 2" Hem on right/left sides in visible area and to be printed
- 1/2" I.D. Grommets at 1' O.C., spacing full height

MATERIAL

- 8oz. Tight Weave Vinyl Mesh

DIGITAL FILE SPECIFICATIONS

- Convert all text to outlines
- Include all imported graphics or files
- Color Mode: **CMYK**
- Preferred File Formats: .jpg, .tif, .psd, .pdf files accepted

NOTE: Vinyl material to be supplied 10 days prior to posting.

SHIPPING / PRODUCTION

GENERAL PRODUCTION INFORMATION

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 sign fabric will be stamped with the date of the original manufacture by the vendor. Print-ready art is due ten days prior to posting date. 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 approval. Production does not begin until a proof is approved. Hard proofs are available but add a minimum of 48 hrs to the production timeline, and incur an additional fee.

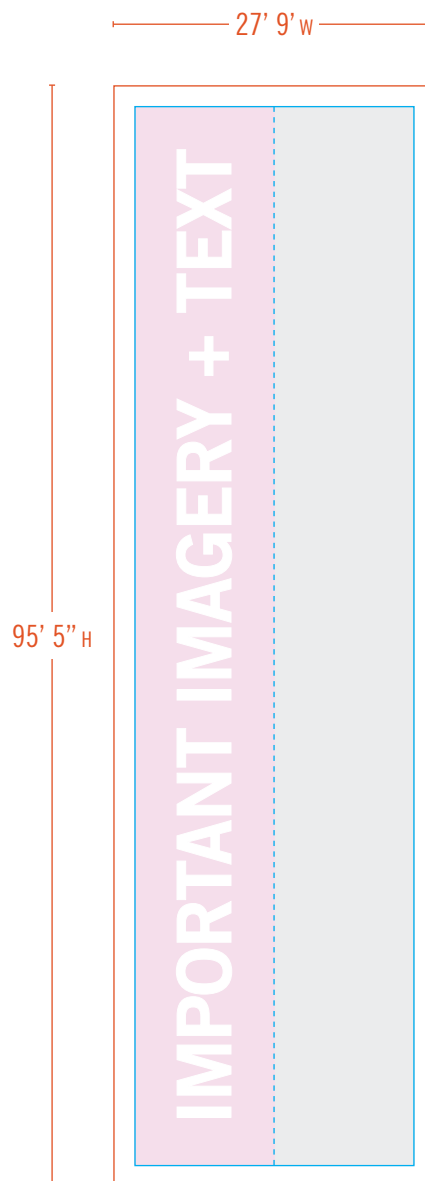
LABELS: Finished products delivered to installers are required to have labels. Please include an image of the copy along with measurements of the product.

SHIPPING CONTACT

Empire Erectors
801 E. 134th Street, Bronx, NY 10454
(718) 292-1600 (Receiving hours 7a-2p)

PRODUCTION CONTACT

programming@brandedcities.com



Printed/Overall Size of Vinyl

(Including Pockets): 95' 5" H x 27' 9" W

Live/Visible Size: 95' H x 27' 4" W

Text Placement (Left Half)*: 47' 5" H x 27' 4" W

* To maximize NoMad's long read along 6th Ave, Branded Cities suggests keeping important imagery and text to the left half of the creative.