

Updated 7/07/2021

Sizes & File Specifications

Overall Vinyl Size (Including Pockets/Hem): 95' H x 27' 8" W

Live/Visible Area: 95' H x 27' 8" W

Document Scaling: 1/2" = 1' scale

Resolution: Minimum 600 dpi

Color Mode: CMYK; **Text Format:** Outlined vectors for upscaling

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

Material, Sides & Pockets

Material: Tight-weave vinyl mesh or approved MEA number

Pockets: 3" pockets on top and bottom and to be printed

Finishing: 2" hem, both sides in visible area and to be printed

Grommets: 1/2" grommets at 1' O.C. spacing full height

Deadlines

Vinyl material to be supplied ten days prior to posting.

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 be 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.

Production does not begin until a proof is approved. 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

Service Sign Erectors Co., Inc.

120 East 131st Street, New York, NY 10037

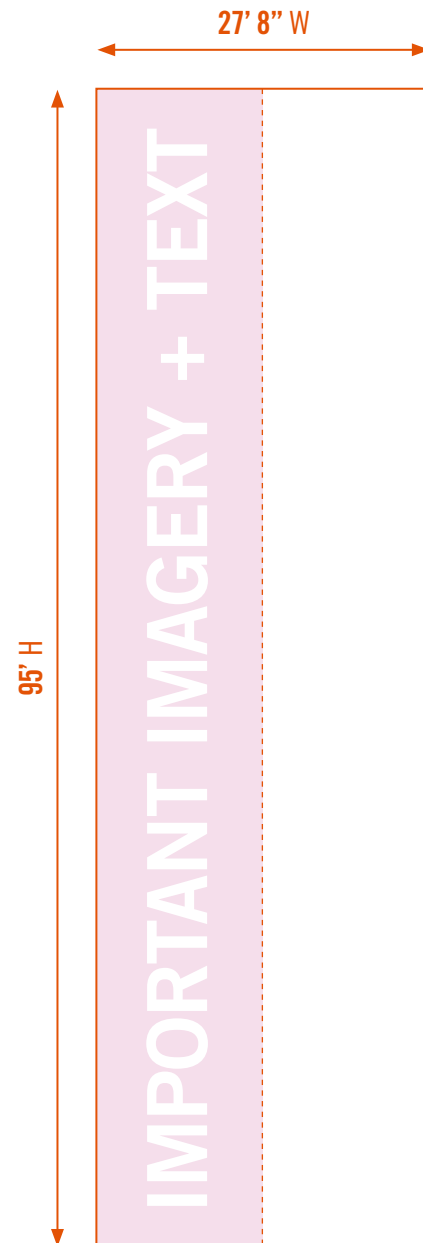
(212) 368-4600

(Receiving hours 7a-2p)

Inquiries

For additional production questions, please contact:

programming@brandedcities.com



Recommended Text Placement (Left Half): 95' H x 13' 8"

PLEASE NOTE: To maximize NoMad's long read along 6th Ave, BC suggests keeping important imagery and text to the left half of the creative. Please see following page for example.

Updated 5/17/2019



View from 23rd St.

TO MAXIMIZE THE NOMAD'S LONG READ ALONG 6TH AVENUE, BRANDED CITIES SUGGESTS KEEPING IMPORTANT IMAGERY AND TEXT TO THE LEFT HALF OF THE CREATIVE.