



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: 1/2" = 1' scale

Resolution: Minimum 450 dpi (600 dpi best)

Color Mode: CMYK

Text Format: Outlined vectors for upscaling

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

Material, Sides & Pockets

Material: 8-10oz. Lightweight Vinyl

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

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.

Inquiries

For additional production questions, please contact:

programming@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 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

Empire Erectors

801 East 134th Street, Bronx, NY 10454

718.292.1600