

ARTWORK REQUIREMENTS

MECHANICAL PROPORTION & SCALE

- 1/2" = 1' @ 600 DPI
- Mechanical Live Size: 50.25" H x 13.667" W
- Bleed (including pockets + hems): 50.25" H x 13.667" 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 10" O.C., spacing full height

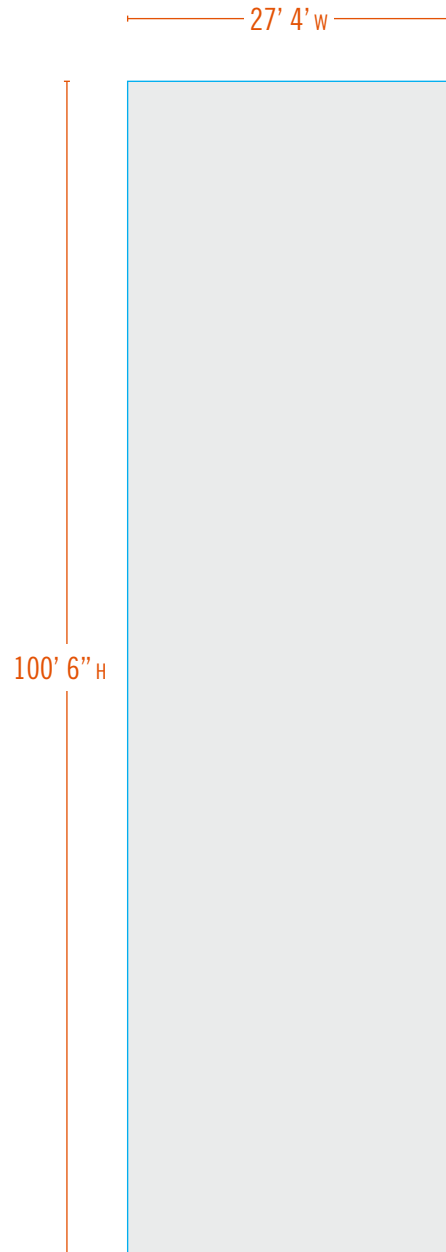
MATERIAL

- 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.



Printed/Overall Size of Vinyl
(Including Pockets): 100' 6" H x 27' 4" W
Live/Visible Size: 100' 6" H x 27' 4" W

SHIPPING / PRODUCTION

GENERAL PRODUCTION INFORMATION

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 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

Service Sign Erectors Co., Inc.
 120 East 131st Street, New York, NY 10037
 (212) 368-4600 (Receiving hours 7a-2p)

PRODUCTION CONTACT

programming@brandedcities.com