

# BULLETIN

# LA-1109

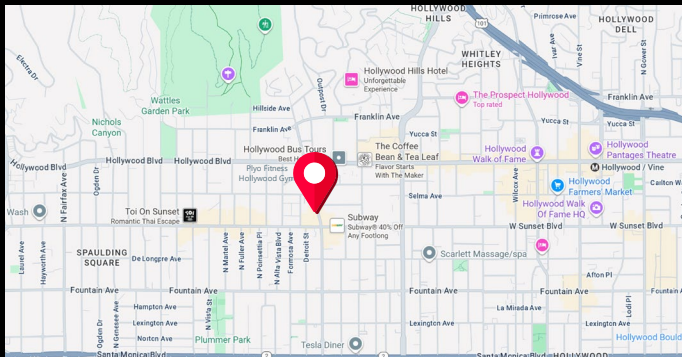
GEOPATH ID: TBD

 La Brea & W Sunset Blvd  
Los Angeles, CA 90046

This illuminated 12' x 24' premiere panel is located at the intersection of La Brea and the famous Sunset Blvd., in the heart of the Hollywood District. This unit is facing traffic approaching the legendary Hollywood Walk of Fame, the Mann's Chinese Theater, the Dolby Theater, Ovation Shopping Center and the Metro Line Station.


This unit targets traffic towards Runyon Canyon and is within walking distance to three upscale yoga studios and a couple gyms.

<b>Size:</b>	<b>Weekly IMPs:</b>	<b>Facing:</b>
12'3"H x 24'6"W	241,545	South
<b>Latitude:</b>	<b>Longitude:</b>	<b>Read:</b>
34.098788	-118.3444316	Left-hand



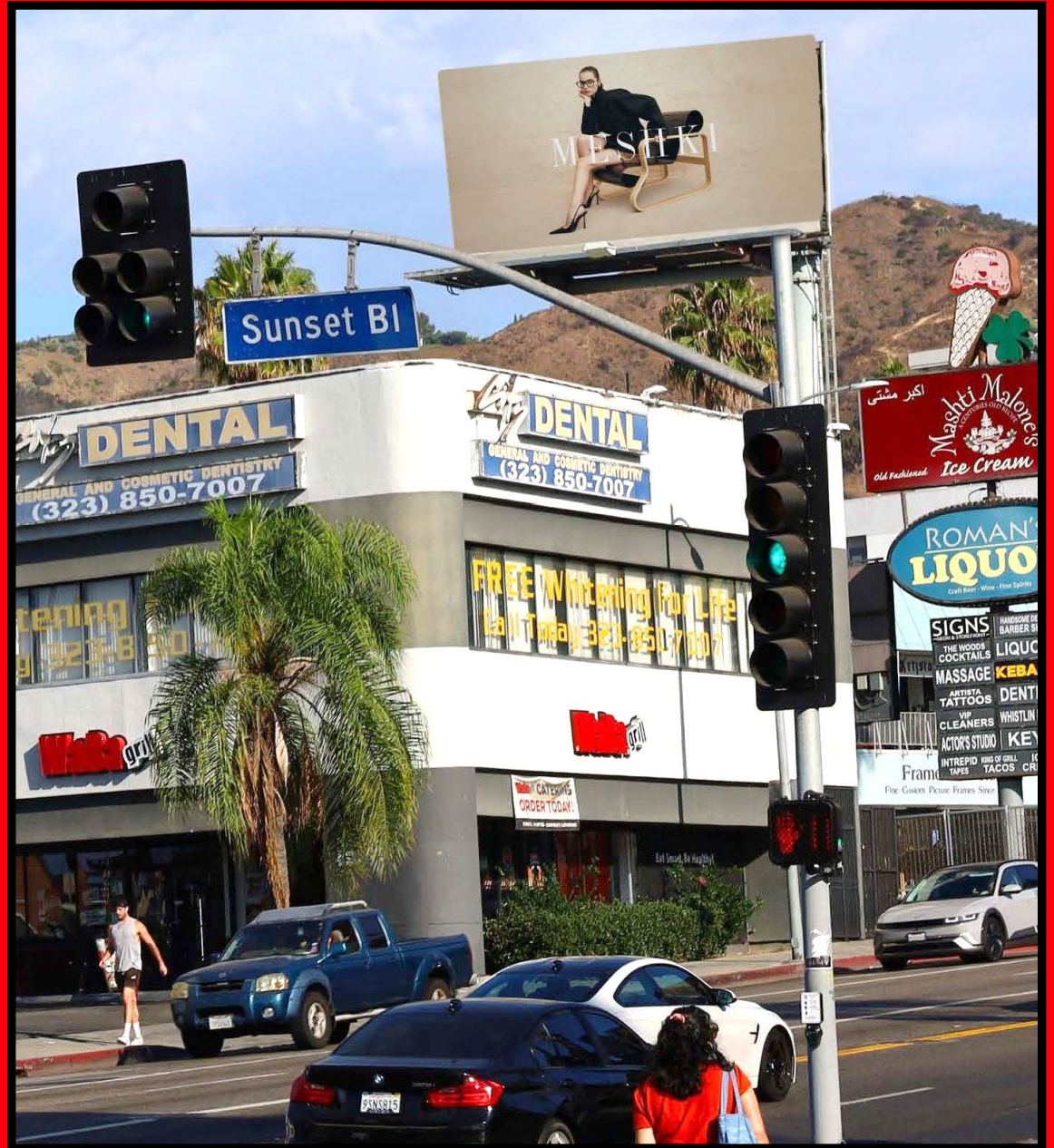
DC Office: 202.337.1839

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 CapitolOutdoor.com

 **CAPITOL**





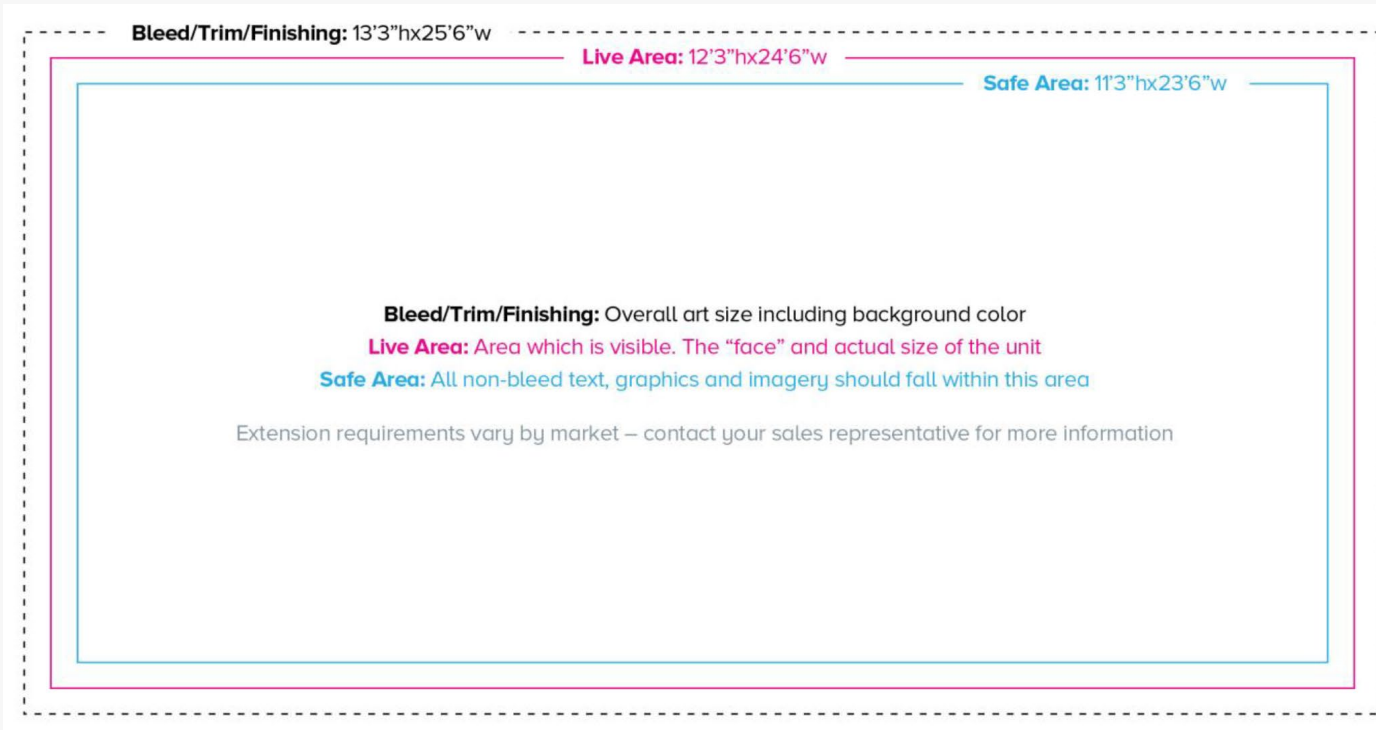


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# LA-1109



**Location:** La Brea & W Sunset Blvd | **Area:** Los Angeles | **Substrate:** Vinyl



**Safe Area: 11'3"H x 23'6"W**

**Live Area: 12'3"H x 24'6"W**

**Bleed/Trim/Finishing: 13'3"H x 25'6"W**

## Art/Production Guidelines

### SIZE & PRODUCTION

12 feet 3 inches tall by 24 feet 6 inches wide.  
Illuminated oversize Vinyl Bulletin.

**TERM**



### SHIPPING

AMG Sign Co  
Attn: Danny Garcia  
4162 Anise Circle  
Corona, CA 92883  
(626)-274-2099



3286 M Street, NW 3rd Floor, Washington, DC 20007



**DC Office:** 202.337.1839



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[CapitolOutdoor.com](http://CapitolOutdoor.com)

**Location:** La Brea & W Sunset Blvd | **Area:** Los Angeles | **Substrate:** Vinyl

# Art/Production Guidelines

## ARTWORK REQUIREMENTS

Artwork should be delivered 30 days prior to a scheduled contract date and formatted to the specifications below.

## DESIGN USING PHOTOSHOP & ILLUSTRATOR

- ½ Scale (½ inch = 1 foot) @ 408 ppi
- Full Scale (1 foot = 1 foot) @17 ppi

(Height x Width)	Actual Size (ft)	½ Scale (in)
<b>Bleed/Trim/Finishing</b>	<b>13'3"H x 25'6"W</b>	<b>6.625"H x 12.75"W</b>
<b>Live Area</b>	<b>12'3"H x 24'6"W</b>	<b>6.125"H x 12.25"W</b>
<b>Safe Area</b>	<b>11'3"H x 23'6"W</b>	<b>5.625"H x 11.75"W</b>

## FILE SPECIFICATIONS

- No Paths or Layers
- 8-Bit, Square Pixel Aspect Ratio
- **Flattened TIFF** (LZW Compression)
- **Photoshop PDF** (Background Layer)
- **JPG** (Max Compression 12)

## PRINT SPECIFICATIONS

- Include Bleed
- CMYK U.S. Web Coated (SWOP) v2 profile
- Rich Black (50c50m50y100k)

## PRODUCTION *We strongly recommend:*

- 5% overage for large showing levels
- Verifying final sizes and specs with your representative prior to the production of any artwork

## SUBSTRATE

Acceptable materials in order of preference: 1. Polyethylene (i.e. Eco Flexx) 2. PVC - Lightweight (7 oz.) 3. PVC -Heavyweight (7+ oz.)

## FINISHING

Print must include additional 6" bleed per edge for installation (Approximately 2" Lap & 4" Pocket)

## SHIPPING REQUIREMENTS

Clients who supply finished materials must ensure they are received 5 days prior to the contract installation date.

### *We also request:*

- Materials be shipped in a box
- A label with a picture of the design is attached to the outside of the box
- A barcode (for internal tracking purposes) be provided by the vendor on all boxes delivered