

# WALL SF-330

GEOPATH ID: 30989627

 1959 Lombard Street  
San Francisco, CA 94123

Located on the Crookedest street in the world located between the Presidio and Van Ness just a few blocks from Fort Mason. Attracting millions of tourists each year – Lombard Street is an east-west street that is famous for a steep, one-block section with 8 hairpin turns & landscaped flowerbeds.

**Size:**  
15'H x 10'W

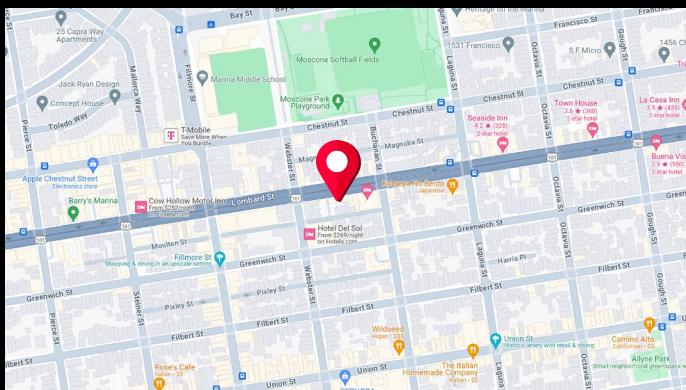
**Weekly IMPs:**  
128,567

**Facing:**  
West

**Latitude:**  
37.79999

**Longitude:**  
-122.43361

**Read:**  
Right-hand



DC Office: 202.337.1839



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CapitolOutdoor.com



CAPITOL

WALL

SF-330

Location: 1959 Lombard Street | Area: San Francisco | Substrate: Vinyl



CAPITOL



## Art/Production Guidelines

### SIZE & PRODUCTION

15 feet tall by 10 feet wide. Vinyl wall.  
Pressure sensitive (high-tack) adhesive vinyl  
(*see page 3 for details*).



### TERM

4  
WEEKS



### SHIPPING

Universal Sign Company Inc.  
884 Folsom St.  
San Francisco, CA 94107

***Please laminate all shipping labels to ensure that information is legible upon arrival.***



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## Art/Production Guidelines

### UNIT LOCATION

1959 Lombard Street, San Francisco, CA 94123

### SIZE

15'H x 10'W

### MEDIUM

Pressure sensitive (high-tack) adhesive vinyl

### SHIPPING

Please send materials with mechanical to:

Universal Sign Company Inc.  
884 Folsom St.  
San Francisco, CA 94107

***Please laminate all shipping labels to ensure that information is legible upon arrival.***

### SPECIAL INSTRUCTIONS

- Use Flexmark/Flexcon Blbrd for the material to be printed on. ***DO NOT USE 3M SCOTCHCAL.***
- **MUST BE** produced as 4' rolls each
- Adhesive back vinyl must be produced in continuous vertical columns not exceeding 4'.
- Provide 1" overlap on left and right sides of each strip
- The side perimeters should be clearly marked, indicating where each roll is to meet the next roll.
- The perimeter should also be clearly marked all the way across the top, not just at corners.
- Vinyl must be registered no less than every two (2) feet. Marks must be very precise. They can be made with water-soluble pencil or computer generated.
- Please create each vertical column as one continuous vertical length of material, not as several vertical segments. Adhesive vinyl is installed from left to right, and top to bottom. Therefore, the right sections will overlap the upper sections.
- ***Notes: Please ship vinyl 7 days prior to posting date to ensure timely posting.***



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