

BULLETIN LA-1109

GEOPATH ID: TBD

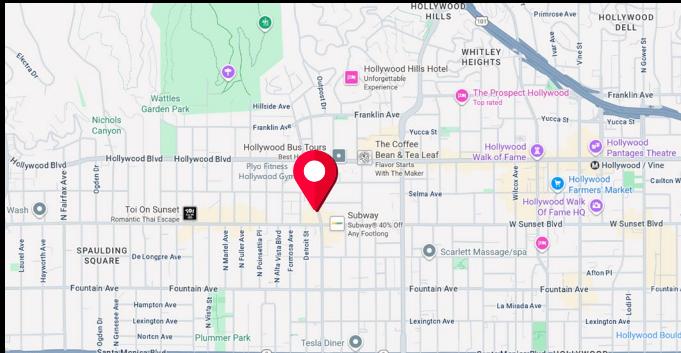
 La Brea & W Sunset Blvd
Los Angeles, CA 90046

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.

Size: 12'3"H x 24'6"W **Weekly IMPs:** 241,545 **Facing:** South

Latitude: 34.098788 **Longitude:** -118.3444316 **Read:** Left-hand

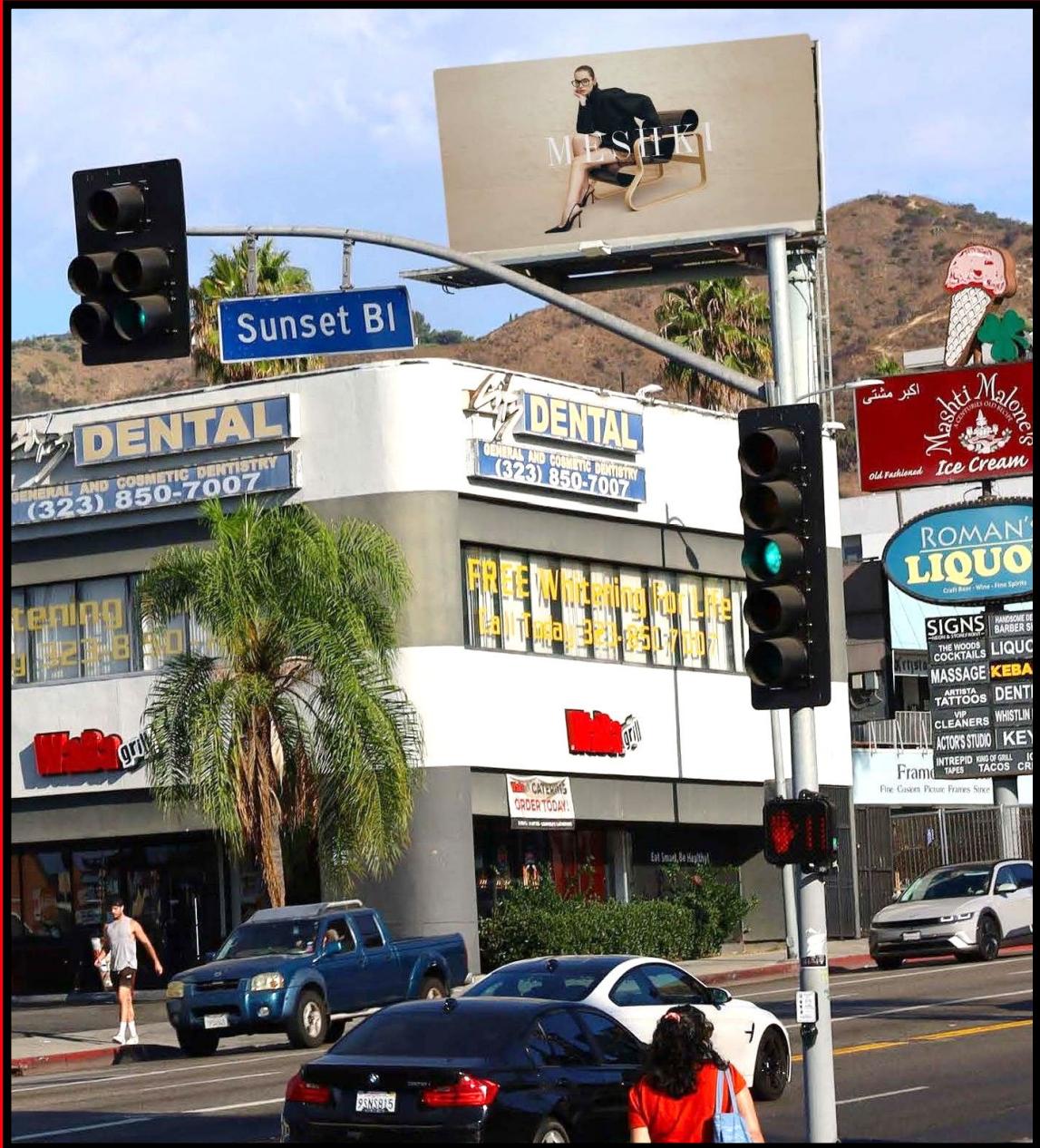


DC Office: 202.337.1839

 chris@capitoloutdoor.com

 CapitolOutdoor.com

 CAPITOL



BULLETIN

LA-1109



CAPITOL

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

Bleed/Trim/Finishing: 13'3"hx25'6"w

Live Area: 12'3"hx24'6"w

Safe Area: 11'3"hx23'6"w

Bleed/Trim/Finishing: Overall art size including background color

Live Area: Area which is visible. The "face" and actual size of the unit

Safe Area: All non-bleed text, graphics and imagery should fall within this area

Extension requirements vary by market – contact your sales representative for more information



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 **4**
WEEKS



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



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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)
Bleed/Trim/Finishing	13'3"H x 25'6"W	6.625"H x 12.75"W
Live Area	12'3"H x 24'6"W	6.125"H x 12.25"W
Safe Area	11'3"H x 23'6"W	5.625"H x 11.75"W

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

