

# BULLETIN

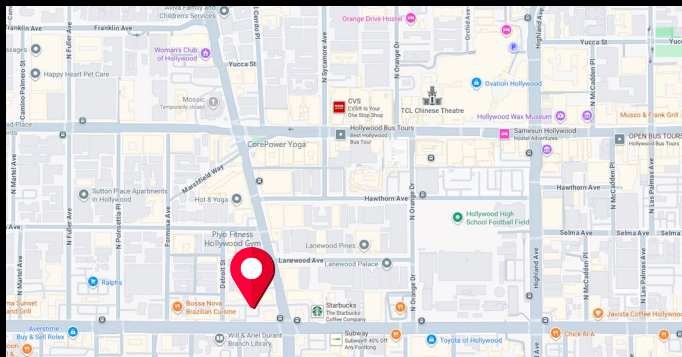
# LA-1107

GEOPATH ID: TBD

 W Sunset Blvd & La Brea  
Los Angeles, CA 90046

This illuminated oversize unit is the largest in the area. It faces west on the famous Sunset Blvd, in the heart of the Hollywood District. Walking distance from the Hollywood Walk of Fame, TCL Chinese Theater, and the Dolby Theater (where the Oscars are held). Very close proximity to three upscale yoga studios and a couple gyms. This huge billboard is facing traffic going towards Highland, where there's fine dining restaurants, network studios, and booming nightlife with clubs and bars.

<b>Size:</b> 19'H x 48'W	<b>Weekly IMPs:</b> 398,785	<b>Facing:</b> West
<b>Latitude:</b> 34.09836	<b>Longitude:</b> -118.34491	<b>Read:</b> Left-hand



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CapitolOutdoor.com



CAPITOL







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



**Live (Visible Area): 19'H x 48'W**

**Finished Size: 20'4"H x 49'4"W**

## Art/Production Guidelines



### SIZE & PRODUCTION

19 feet tall by 48 feet wide (Live Area). Illuminated oversize Vinyl Bulletin.

### TERM



### SHIPPING

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



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

# Art/Production Guidelines

## RECOMMENDED ARTWORK SIZE

**InDesign/Illustrator:** 19"H x 48"W with .66" bleed outside the document edge all four sides

**Photoshop:** 20.33"H x 49.33"W with guides at .66" from each edge to indicate the live area

## SUBSTRATE

- Lightweight 7 oz solid PVC flex vinyl

## INKS

- VOC-free materials preferred
- Weatherproof/waterproof with UV protection

## FILE REQUIREMENTS

- **Artwork prepared at the suggested scale of 1"=1' should have an effective resolution of images in art file of 300ppi.**
  - Target output resolution at full size is 25ppi.
- Artwork must be prepared in proportion to the live area with adequate bleed to accommodate finishing, and must include crop marks.
- All art bleeds. Live or outlined fonts, and placed images must be provided. All images must be saved as CMYK.
- Do not place text closer than .5" from edge of live area on any side within your mechanical.

## ACCEPTED FILE TYPES

- Packaged InDesign or Illustrator files, including all linked images and live fonts.
- Print-quality PDF with fonts outlined, and all raster images provided at the target resolution, including crop marks and bleed.
- Photoshop files with bleed included, and trim/safety areas indicated within the file.
- **Note: Please provide a low-res .jpg or .pdf for visual reference.**

## FINISHING

- 4" pockets sealed with a 2" heat seam and 4" additional wrap all four sides, incorporated into the finished area. Bleed the pockets.
- Unseamed copy preferred. If seaming is necessary, vertical seams are preferred and should be positioned away from design focal points.

## DISPOSAL OF MATERIAL

All material remaining after conclusion of display may be disposed of unless instructions are received 30 days prior to conclusion of display date.

## DELIVERY INSTRUCTIONS

Advertising material must be received at least 10 working days prior to the commencement of the showing, with applicable posting instructions.

**At a minimum, labeling must include advertiser/creative name and unit number or media type, as appropriate.**