BULLETIN

DC-030

GEOPATH ID: 30577211

Rt. 7 at Fashion Blvd.
Tysons Corner, VA 22102

Located at the busy south entrance to Tysons Corner Center – next to a traffic light. Only 10 miles from the heart of Washington DC. Tysons Corner is in one of the top-10 demographic counties in the country, an upscale destination where affluent residents come for high-end shopping, entertainment, and fine dining. More than 300+ shops and restaurants. Capitol's bulletins at this location are the **ONLY BULLETINS FOR MILES!** ***Landlord approval required for advertiser and for content.***

Size: 8'H x 22'W	**Weekly IMPs:** 229,826	**Facing:** East
Latitude: 38.91420641	**Longitude:** -77.22387001	**Read:** Left-hand

DC Office: 202.337.1839 chris@capitoloutdoor.com CapitolOutdoor.com

CAPITOL

BULLETIN DC-030

Location: Rt. 7 at Fashion Blvd. | **Area:** Tysons Corner, VA | **Substrate:** Standard Vinyl

CAPITOL 3286 M Street, NW 3rd Floor, Washington, DC 20007 **DC Office:** 202.337.1839 chris@capitoloutdoor.com CapitolOutdoor.com

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Art/Production Guidelines

SIZE & PRODUCTION

Approximately 8’ tall by 22’ wide.
Exact production size on page 4.
See page 4 for production specs.

Landlord approval required for advertiser and for content.

TERM

4 WEEKS

SHIPPING

Capitol Outdoor - Attn: John G. Polis
3286 M Street, NW, 3rd Floor
Washington, DC 20007
202-337-1839

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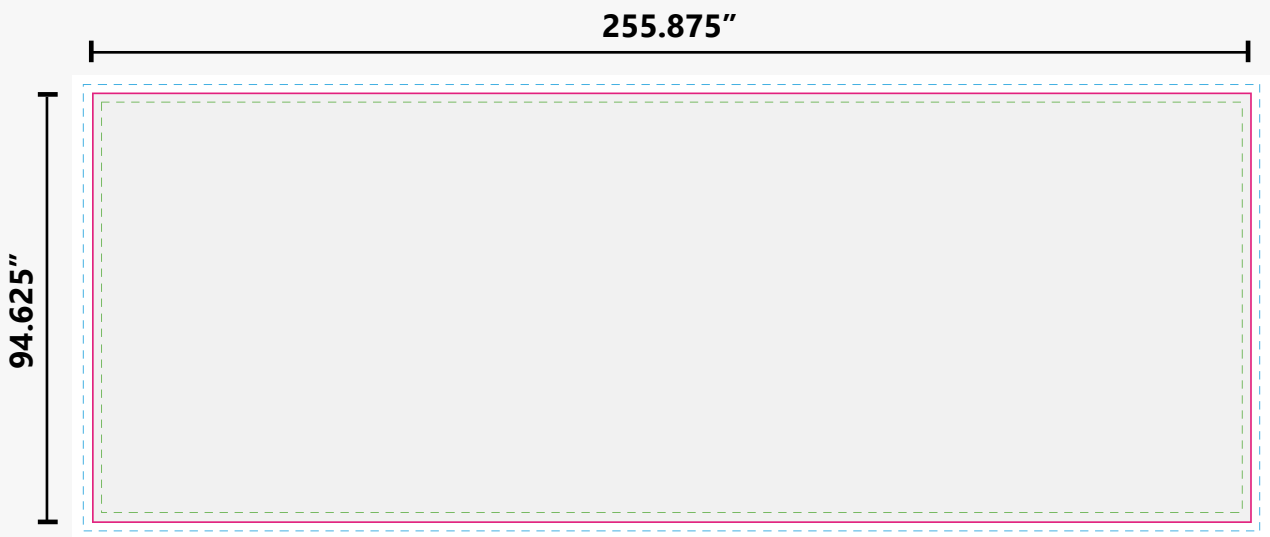
Production Specs

- The pylons are frontlit - use standard 13 or 15oz vinyl. It is **NOT** adhesive.
- The graphics supplied must be **trimmed to the bleed size** (NOT finished size). The extra material is needed for the clips.
- They should be shipped ***rolled*** to: Capitol Outdoor - John G. Polis - 3286 M Street, NW, 3rd Floor, Washington, DC 20007 – 202-337-1839
- Each panel needs to be labeled for which location.

- 1/10th Scale. Using this template, build your art at 720dpi



Finished Size
255.875” x 94.625”

Necessary Bleed
259.875” x 98.625”

Visual Safe Area
251.875” x 90.625”

SOFTWARE

Please create your files in one or more of the following Macintosh or Windows applications.

- Quark Xpress, including all placed images and fonts
- Adobe Illustrator with all placed files. Convert all fonts to outlines.
- Photoshop, including all layers, paths and channels.
- Adobe InDesign, including all placed images and fonts.
- Corel Users: please export your file to a Tiff or EPS.

IMAGE FILE FORMATS AND MODES

Files must be CMYK. If your file is RGB or duotones, convert it to CMYK. Be aware that some mode changes may produce unacceptable color shifts due to differences in color gamut's. Convert any non-photographic black (usually text and logos) to a rich black. The percentages are C: 60, M:40, Y: 40 and K: 100.

More Info on Page 4

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Production Specs

FILE PREPARATION

All high resolution or rasterized images must be 75 dpi or higher when printed at 100%. If the file you are using is not natively at least 75 dpi at final size, there will be a loss of sharpness, and in extreme cases pixelization may occur.

We must have all fonts and supporting graphics sent to us. Low resolution FPO's may be placed as long as the high-resolution image is provided as well.

FONTS

Always include all necessary fonts. When using Adobe Illustrator or Adobe InDesign you may convert fonts to outlines.

DIGITAL MEDIA

You may send us files using the following on DVD or CD-ROM.

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We must handle the production of this sign!

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