

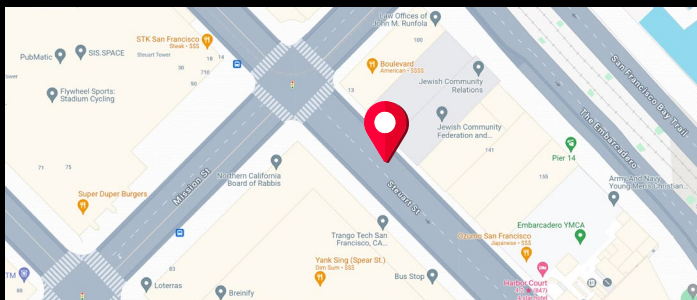
# WALL SF-326

GEOPATH ID: 30609912

 121 Embarcadero/  
Steuart Street Side  
San Francisco, CA 94105

Nearby the San Francisco Ferry Building attracts thousands of people each day. Loaded with shops and restaurants and even a farmers' market on the weekends, the Ferry Building is a major draw for people each year. Other attractions nearby include popular restaurants, the Waterbar with a spectacular view of the Bay Bridge. On the edge of the Financial District several fortune 500 companies take up office space in the Embarcadero near this sign, most notably Google, and Banana Republic/Gap have an office within eyeshot of unit 326. There are two MUNI stops across the street from this location.

<b>Size:</b> 22'H x 30'W	<b>Weekly IMPs:</b> 68,500	<b>Facing:</b> NW
<b>Latitude:</b> 37.792977	<b>Longitude:</b> -122.392805	<b>Read:</b> Left-hand



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CAPITOL



WALL

SF-326



**Location:** 121 Embarcadero/Steuart Street Side | **Area:** San Francisco | **Substrate:** Vinyl



## Art/Production Guidelines



### SIZE & PRODUCTION

22 feet tall by 30 feet wide. Vinyl wall.  
Pressure sensitive (high-tack) adhesive vinyl  
(*see page 3 for details*).

TERM



### 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.***



WALL

**SF-326**



**Location:** 121 Embarcadero/Steuart Street Side | **Area:** San Francisco | **Substrate:** Vinyl

# Art/Production Guidelines

## UNIT LOCATION

121 Embarcadero (Steuart Street Side), San Francisco, CA 94105

## SIZE

22'H x 30'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'.
- Bleed 1"
- 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.***