

BULLETINS

LA-1108 & 1109



CAPITOL

LA-1108

Size: 19'H x 48'W

W Sunset Blvd
& La Brea
Los Angeles, CA
90046

LA-1109

Size: 12'3"H x 24'6"W

La Brea &
W Sunset Blvd
Los Angeles, CA
90046



BULLETIN LA-1108

GEOPATH ID: 30783916

 W Sunset Blvd & La Brea
Los Angeles, CA 90046

This illuminated oversize unit is the largest in the area. It faces east 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 West Hollywood / Sunset Strip. Also, this unit gets traffic visibility on La Brea heading north to Hollywood Blvd and Runyon Canyon, making this unit have a double read on this very busy intersection!

Size:
19'H x 48'W

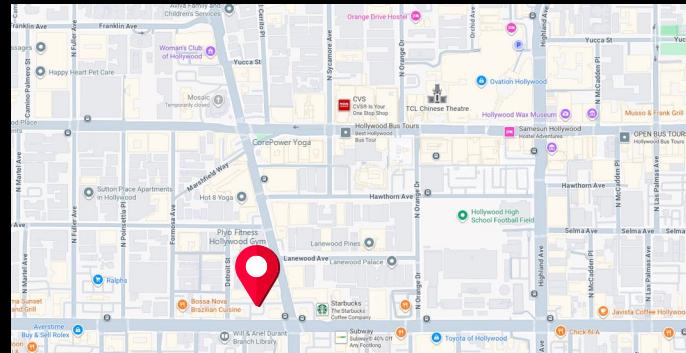
Weekly IMPs: 476,467

Facing:
East

Latitude:
34.09836

Longitude: -118.34491

Read:
Right-hand



DC Office: 202.337.1839

 chris@capitoloutdoor.com

 CapitolOutdoor.com



BULLETIN

LA-1108



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. 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



DC Office: 202.337.1839

chris@capitoloutdoor.com CapitolOutdoor.com



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.



BULLETIN LA-1109

GEOPATH ID: TBD

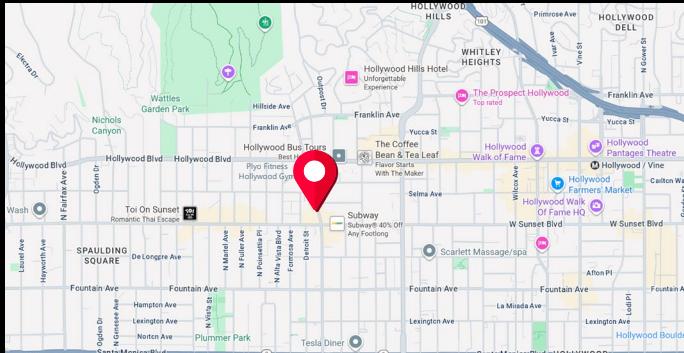
 La Brea & W Sunset Blvd
Los Angeles, CA 90046

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



DC Office: 202.337.1839

chris@capitoloutdoor.com CapitolOutdoor.com



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

