

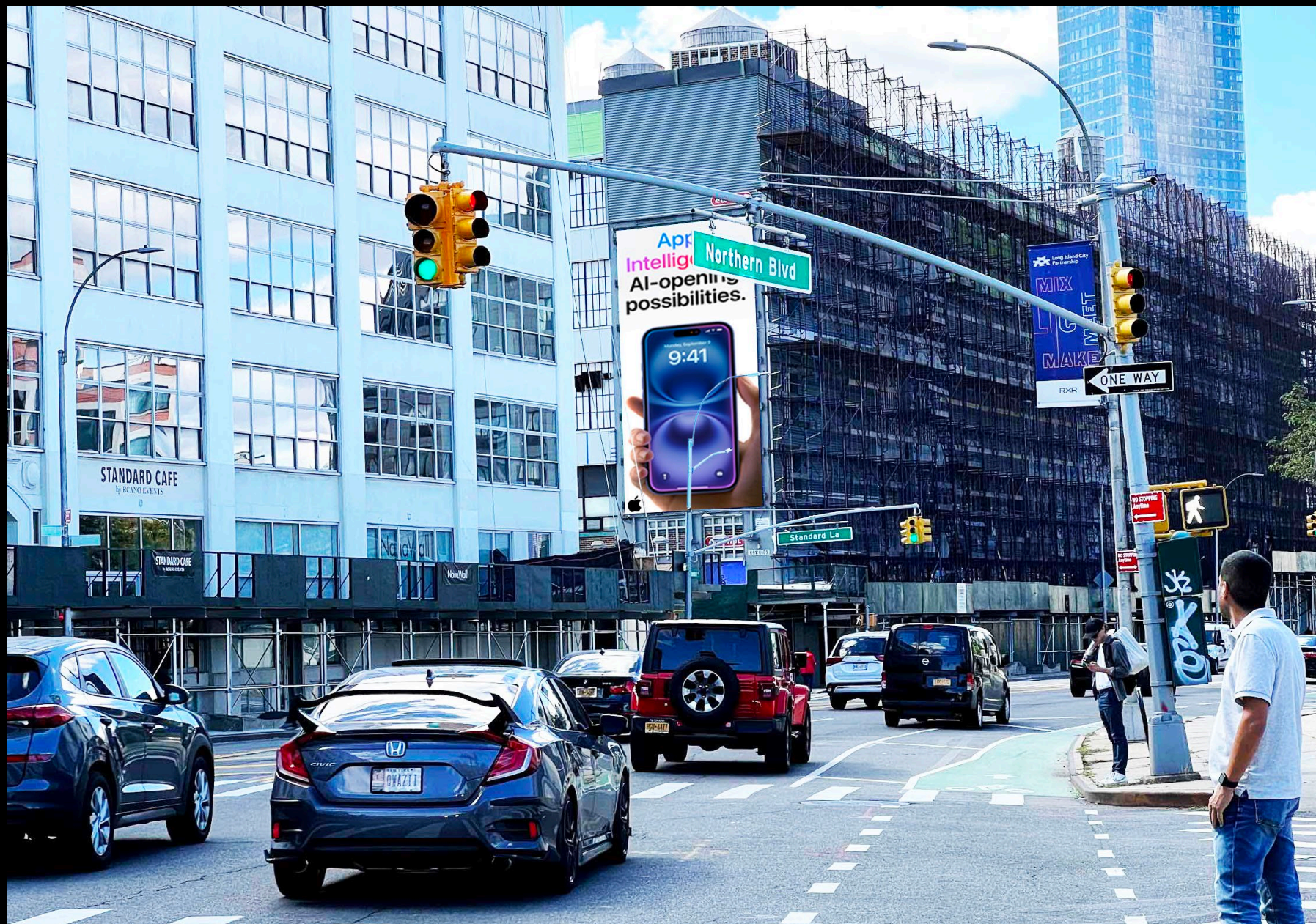
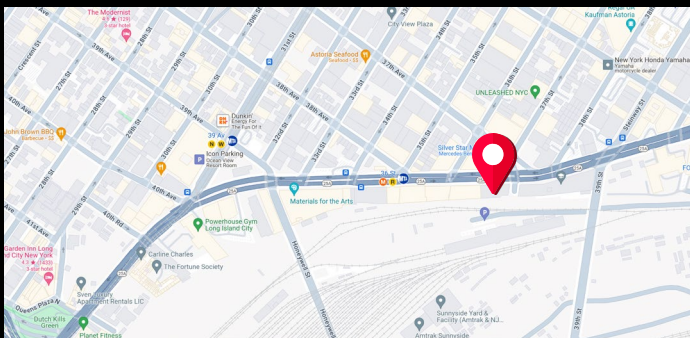
# WALL NYC-204

GEOPATH ID: 30819346

 36-20 Northern Blvd  
Long Island City, NY 11101

This is a head on, unobstructed wall that can be seen by motorists traveling on Northern Blvd heading into Manhattan for nearly a quarter mile! Northern Blvd is home to over 25 auto dealers! Long Island is home to artists' havens, comedy clubs, public sports fields, dining outposts, dance parties and interactive art displays.

<b>Size:</b> 35'10"H x 19'9"W	<b>Weekly IMPs:</b> 211,860	<b>Facing:</b> East
<b>Latitude:</b> 40.7520039	<b>Longitude:</b> -73.926489	<b>Read:</b> Left-hand





WALL

NYC-204



**Location:** 36-20 Northern Blvd | **Area:** Long Island City | **Substrate:** Mesh Vinyl



***Please refer to page 3 for the required MEA sticker.***

## Art/Production Guidelines

### SIZE & PRODUCTION

35 feet 10 inches tall by 19 feet 9 inches wide. Must produce on vinyl mesh material. 4" pockets on top and bottom. 5/8" I.D. grommets 16" on center in reinforced webbing for sides. Bleed the pockets and grommets.

**TERM**   
**4 WEEKS**

### SHIPPING

Capitol Outdoor  
c/o North Shore Neon Sign Company  
attn: James Manfredi  
46-49 54th Avenue, Maspeth, NY 11378  
917-923-6258

WALL

**NYC-204**



**Location:** 36-20 Northern Blvd | **Area:** Long Island City | **Substrate:** Mesh Vinyl

# MEA STICKER

The safety code requires that ALL material be fire resistant/ flame retardant. All material used for installations must conform to this code. The listed MEA number [Material & Equipment Acceptability] must be supplied.

Graphic producer to provide affidavit of flame proofing specifying MEA number and attesting that the sign was made from retardant or noncombustible fabric.

MEA number to be printed on a self-adhesive label that can be viewed from the street or roadway with the aid of binoculars. This label shall be of colors contrasting with those of the background of the display. Label should be no less than 8 inches by 10 inches in size and affixed to a corner of the face of the sign fabric. Label is to include the following:

1. Symbol/Name of Testing Entity
2. MEA Number
3. Space for the installer to fill in the date with a marker

***Please include the affidavit in the packing slip and have MEA number printed on the packing slip or carton/shipping tube.***