

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

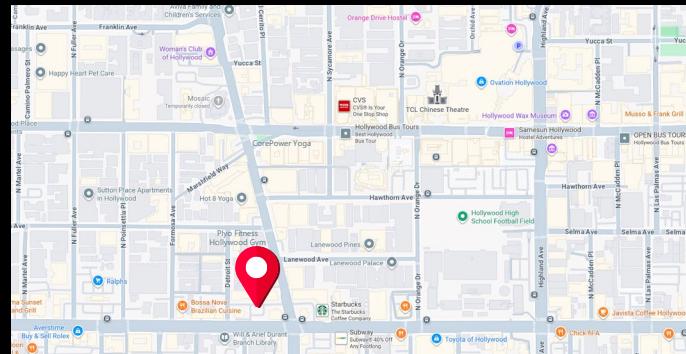
Weekly IMPs: 476,467

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



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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.

