

# WALL SF-315

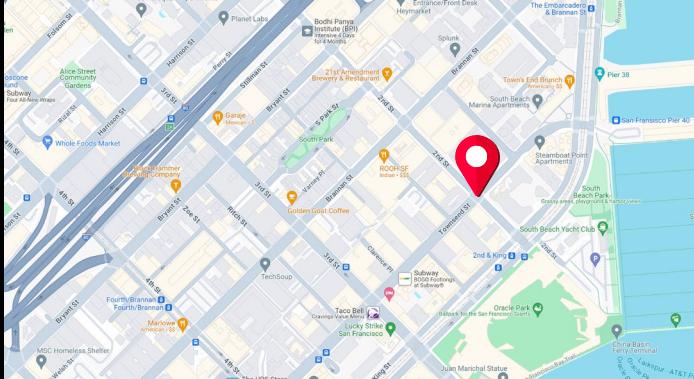
GEOPATH ID: 30640490

 2<sup>nd</sup> Street &  
Townsend Street  
San Francisco, CA 94108

Prominent SOMA wall sign offers visibility to arriving and departing crowds at the AT&T Ball Park, on a major arterial leading commuters from Hwy 280 into downtown and the Bay Bridge.

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**Size:** 12'H x 24'W    **Weekly IMPs:** 68,171    **Facing:** East  
**Latitude:** 37.78058785    **Longitude:** -122.3907906    **Read:** Left-hand



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WALL

SF-315

Location: 2<sup>nd</sup> Street & Townsend Street

Area: San Francisco

Substrate: Vinyl



CAPITOL



**SIZE**  
12' H X 24' W



## Art/Production Guidelines

### SIZE & PRODUCTION

12 feet tall by 24 feet wide. Vinyl wall.  
Self-adhesive vinyl  
(see page 3 for details).

### TERM

4  
WEEKS

### 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.***



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## Art/Production Guidelines

### UNIT LOCATION

2<sup>nd</sup> Street & Townsend Street, San Francisco, CA 94108

### SIZE

12'H x 24'W

### MEDIUM

Self-adhesive (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.***



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