



POWELL @ O'FARRELL

SAN FRANCISCO

190 O'Farrell, San Francisco, CA - This stand out Union Square unit is outside of Macy's, The Apple Store, Jimmy Choo, Neiman Marcus and Louis Vuitton. Hotels targeted are the Clift, Westin and Palace Hotel. One Way traffic coming from O'Farrell is a major connect from the tony Pacific Palisades, Pac Heights, Russian Hill and Cow Hollow neighborhoods into Union Square and the Financial District.

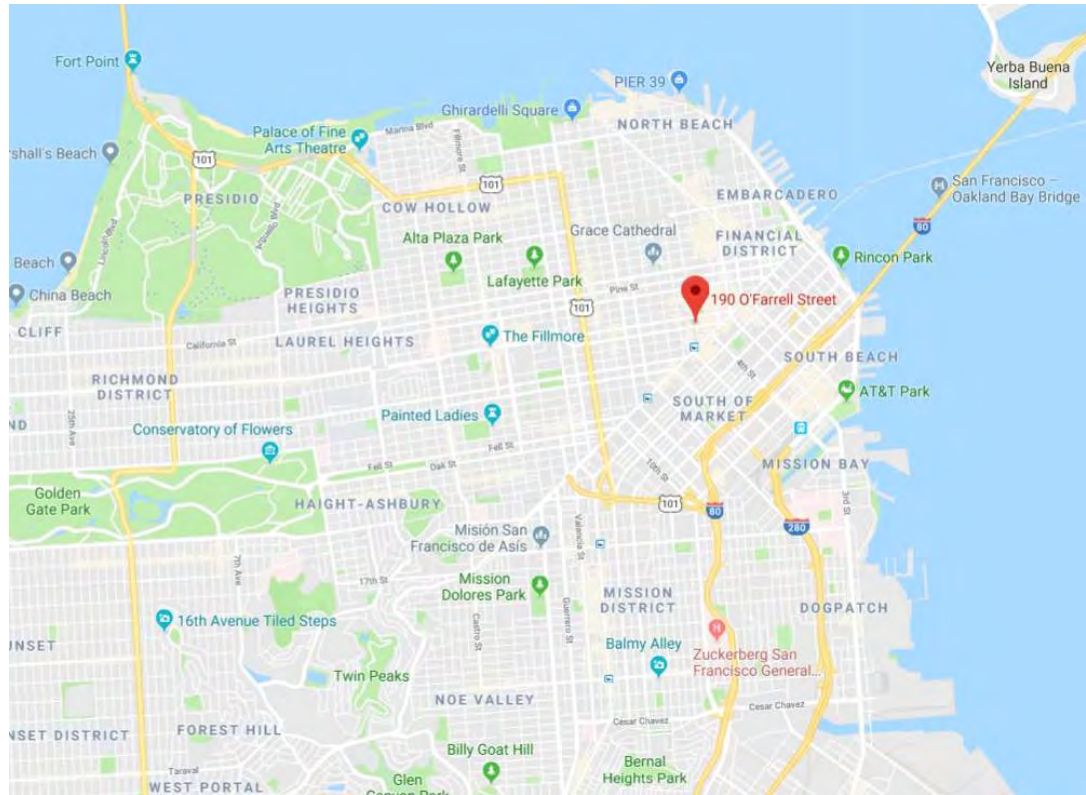
📞 **DC Office: (202) 337-1839**

✉️ **chris@capitoloutdoor.com**

💻 **www.CapitolOutdoor.com**

Wall SF-325 190 O'FARRELL, SAN FRANCISCO, CA 94102

- FACING** West
- READ** Right-hand
- DEC** 78,000
- SIZE** 30'h x 30'w
- READ & TRAFFIC**



TAB ID 30719818 TOTAL IMPs 422,490 LATITUDE 37.78693 LONGITUDE -122.408112

SIZE & PRODUCTION 30 feet tall by 30 feet wide.

INSTALLATION \$4,000 NET

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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PRODUCTION SPECS SHEET

UNIT LOCATION 190 O'Farrell, San Francisco, CA 94102

SIZE 30'h x 30'w

MEDIUM Pressure sensitive (high-tack) adhesive vinyl

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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Please send materials with mechanical to:

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