

MASS PIKE, I-90 WALLSCAPE @ FENWAY PARK – Boston - E/F



DESCRIPTION

This Spectacular vertical wallscape is the first right-hand read on the Massachusetts Turnpike, I-90, heading westbound from Boston. This unit shows to all vehicles on the Mass Pike and pedestrians crossing the David Ortiz bridge connecting Fenway Park (home of the Boston Red Sox) and Kenmore Square (home of two of Boston's largest universities, Boston University and Northeastern University). This area is also the center of Boston's favorite nightclubs, bars and live music venues. This unit can be seen not only by motorists but also students, Red Sox fans, night-club goers, bar hoppers, tourists and all other vehicles and pedestrians who cross the bridge. In addition, this wallscape is located directly across from the Yawkey commuter rail station platform. The pedestrian flow here is constant. The view from the Mass Pike, I-90, is also dramatic as this unit stands as Boston's only 60'x20' **Vertical Wallscape.**

SIZE: 60'H X 20'W Wallscape

WEEKLY A18+ IMPs: 1,462,605

LONGITUDE: -71.0990 **LATITUDE:** 42.3480



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MATERIAL: Vinyl

LIVE AREA: 58'8"H X 18'8"W (registration line on top)

FINISHED SIZE: 58'8"H X 18'8"W

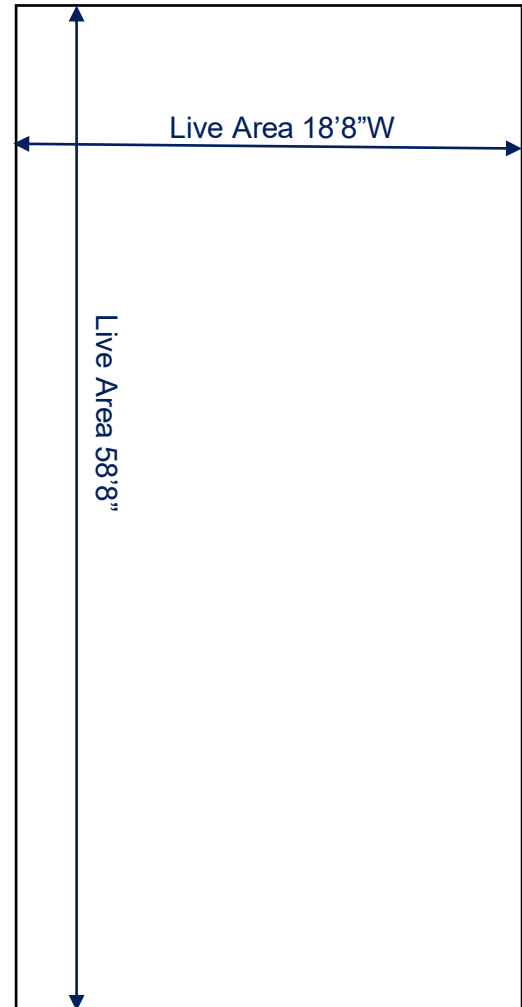
ORIENTATION: East

OTHER: N/A

FILE PREPARATION: Finished artwork files should be supplied at 360 DPI at 1"=1' scale or 720 DPI at 1/2"=1' scale. All fonts and image files should be included with artwork. All files should be saved in CMYK format. PDF, PSD, AI, EPS, IND, and TIFF files are acceptable. Do not place critical text or logos closer than 6" to the edge of the live area.

FINISHING: 3" Pocket incorporated into the overall finished size. Live area is the finished size. Bleed the pockets. Produce on standard vinyl.

DO NOT FOLD INK TO INK!



ARTWORK INQUIRIES, FILES, and SHIPPING INQUIRIES:

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SHIPPING INSTRUCTIONS:

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