



Your ad will have a starring role to over **1.5 MILLION PEOPLE A DAY.** This traffic is made up of people going to two of the country's largest grossing movie theaters: The AMC Empire 25 and the Regal E-Walk Stadium 13. Additional attractions in the area include The New Amsterdam Theater, Madame Tussauds, The New Victory Theater, Modell's Sports, Sketchers, Ann Taylor Loft, Quicksilver and Champs Sports.

Times Square Billboard PRICE SHEET! (Rev. 2018)

Not all boards are the same. Our Times Square digital billboard offers maximum visibility from pedestrian & vehicular traffic because it is situated just above one of the most crowded sidewalks in Manhattan. It is adjacent to a mid-street pedestrian crosswalk with a stop light, and benefits from one of Manhattan's busiest streets, 42nd Street. 42nd Street serves as the main corridor for traffic coming in through the Lincoln Tunnel and is within close proximity of the Port Authority Bus terminal, nine subway lines, countless buses and cars all converging right in front of our board.

(THE NATIVE RESOLUTION OF THE DISPLAY:864 px Wide X 480 px High)

<p>4 Week duration (Monthly Commitment)</p> <ul style="list-style-type: none"> • 15s impression / hour (22-hours / day) <p>Sale Price: \$1800 / Month</p>	<p>12 Week duration (Quarterly Commitment)</p> <ul style="list-style-type: none"> • 15 Seconds impression / hour (22-hours / day) <p>Sale Price: \$1500 / Month</p>
<p>52 Week duration (Annual Commitment)</p> <ul style="list-style-type: none"> • 15s impression / hour (22-hours / day) • Best 15 Second Value <p>Sale Price: \$1000.00 / Month</p>	<p>52 Week duration (Best Value / Agency Discount)</p> <ul style="list-style-type: none"> • 1-Minute / hour • 4 X 15s impressions/hour (22-hour / day) <p>Sale Price: \$2400.00 / Month</p>

- More than 300,000 pedestrians enter the heart of Times Square each day. On the busiest days, Times Square has pedestrian counts as high as 480,000.
- There are approximately 440,000 vehicles that pass through Times Square weekly.
- Location: 42ndBtw 7th& 8thAve (Times Sq.)
- Lat/Long: 40.7566 / -73.9887 / Parallel to Street
- Media / Style: Permanent Bulletin / Digital
- Audience Impressions*: 900,000 / month
- Panel Size: 19' 0" H x 34' 0" W Facing North

- Photo and Video of your ad on billboard panel will be included. Artwork assistance also included.
- Do the math!: 15 seconds / hour X 22 hours / day = 5.5 minutes / day or 165 minutes / month.

*Source: OOH Measurement / [Times Square Alliance](http://TimesSquareAlliance.com) / NYC Traffic Audit Bureau

