

THOMSON REUTERS NASDAQ COMBINATION

DIGITAL

TIMES SQUARE

NEW YORK CITY | NEW YORK

SIZE: 17,813 SQ. FT. | FACING: VARIOUS
1.5MM IMPRESSIONS/DAY



PRODUCTION OPTIONS

OPTION #1

The client, agency or production company provides all the assets, such as graphics, videos and copy. The TS2 Creative Team will design and produce the animations with one round of revisions. The assets are delivered 3 weeks before the launch date.

OPTION #2

The client, agency or production company provides the creative concept along with keyframes or storyboard to animate. Following this creative direction, the TS2 Creative Team will produce the animation with one round of revisions. The keyframes or storyboard are produced in our Photoshop template and delivered with the creative concept 2 weeks before the launch date.

OPTION #3

The client, agency or production company designs and produces the animation in our After Effects template (tutorial available). The final files (target sequence or collected After Effects project) are delivered 1 week before the launch date.

Signs operate from 6am-2am Monday-Friday. NASDAQ has 1-hour blackout at opening bell (9am-10am) and closing bell (3:30pm-4:30pm)

Click to download templates here [PHOTOSHOP](#) | [ILLUSTRATOR](#) | [AFTER EFFECTS + TUTORIAL](#)

Deliverable files can be uploaded to our Sharefile here <https://brandedcities.sharefile.com/r/r439be7ba7204f4cb>

For questions, please contact: [646.223.8000](tel:646.223.8000) | creativeteam@brandedcities.com

BRANDED CITIES.COM

2850 E. CAMELBACK ROAD, PHOENIX, ARIZONA 85016 | 855.224.2400

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THE NASDAQ TOWER

STATIC CONTENT

Please use the provided Photoshop or Illustrator template for layout of all static artwork.

- Digital resolution: 2336 h x 1832 w (pixels)
- Final hi-res formats: .jpg, .png, .psd
- All rendered artwork: (1.0) px @ 72 DPI
- Color mode: RGB

MOTION GRAPHIC CONTENT

Please refer to the After Effects template and Tutorial PDF for detailed information regarding creation and delivery of motion graphics on this display. Please do not make separate movie files for each screen.

THE THOMSON REUTERS SIGN

STATIC CONTENT

Please use the provided Photoshop or Illustrator template for layout of all static artwork.

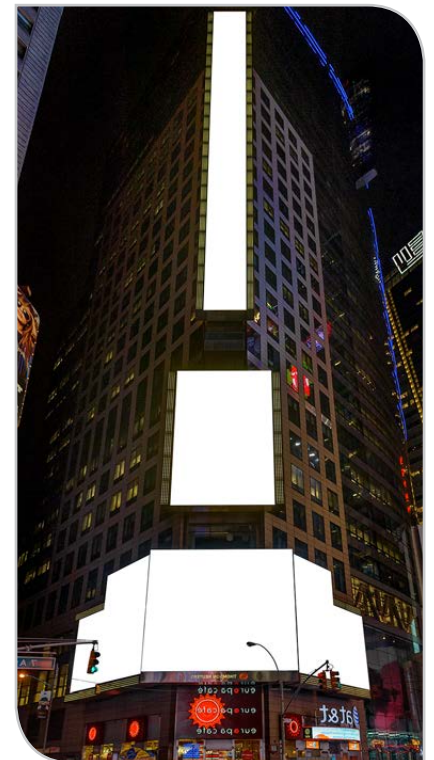
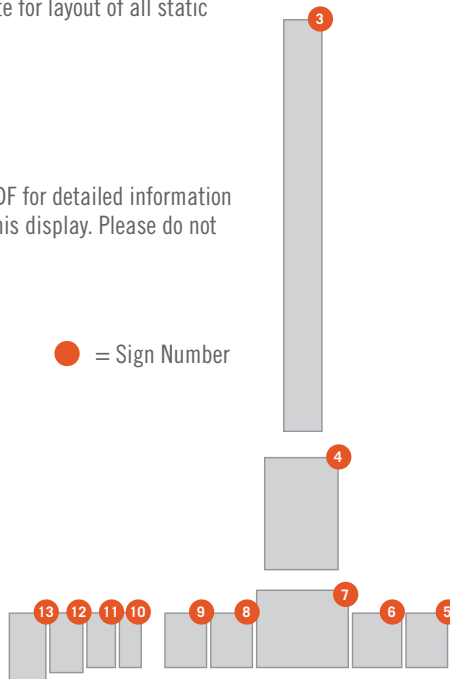
- Final hi-res format: .jpg
- All rendered artwork: (1.0) px @ 72 DPI
- Color mode: RGB

MOTION GRAPHIC CONTENT

Please refer to the After Effects template and Tutorial PDF for detailed information regarding creation and delivery of motion graphics on this display. Please do not make separate movie files for each screen.

| SIGN # | PIXELS (W X H) | FEET (W X H) |
|--------|----------------|--------------|
| 3 | 400 x 5160 | 13.1 x 169.5 |
| 4 | 832 x 1408 | 27.6 x 46.1 |
| 5 | 480 x 704 | 15.8 x 23.1 |
| 6 | 608 x 992 | 20.1 x 32.5 |
| 7 | 1088 x 992 | 35.8 x 32.5 |
| 8 | 512 x 992 | 16.9 x 32.5 |
| 9 | 512 x 704 | 16.9 x 23.1 |
| 10 | 256 x 704 | 8.5 x 23.1 |
| 11 | 320 x 704 | 10.6 x 23.1 |
| 12 | 384 x 736 | 12.7 x 24.1 |
| 13 | 416 x 800 | 13.8 x 26.2 |

● = Sign Number



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