

# LINCOLN TUNNEL

NEW YORK / NEW JERSEY



**GEOPATH ID:** 30711015  
**SIZE:** 20'H x 100'W  
**DIGITAL:** YES  
**FACING:** NORTH  
**LAT:** 40.762432  
**LONG:** -74.024024  
**WEEKLY IMPs 18+:** 1,325,988

## DESTINATION DESCRIPTION

The Lincoln Tunnel, located in the #1 DMA in the United States, is the busiest vehicle tunnel in the nation. This Branded Cities' digital display is centered at the most visible point of the inbound and outbound helix, making it the highest rated digital board on a per spot basis in the entire NY DMA. The Lincoln Tunnel is the most significant connection to Manhattan from major New Jersey roadways including I-95, I-495, I-80, Route 3 and Route 17. It is also the major access point to Midtown Manhattan from Newark International Airport, the New Jersey Meadowlands and MetLife Stadium (home of the NFL New York Giants and Jets).

**ROTATION: 8-SECOND SPOT / 8-ADVERTISER LOOP • HOURS OF OPERATION: 24 HOURS / DAY**