brandedcities



BC UNIT ID: Cascade

LOCATION: 42nd St & 7th Ave GEOPATH ID: 30755388, 30755387,

30755386

SIZE: 3 Screes, Various Sizes FORMAT: Digital, Illuminated

FACING: West LAT: 40.756533 LONG: -73.987352

Cascade Spec Sheet



DESTINATION DESCRIPTION

This collection digital signage welcomes commuters and visitors alike to the Crossroads of the World in midtown Manhattan. Located on 42nd Street, these digital signs target westbound traffic on Manhattan's 42nd Street, one of the main commuting corridors in the city, linking Grand Central to the Port Authority.

This digital network of high-impact signs stands at one of the entrances to Manhattan's busiest subway station, Times Square/42nd Street, which services the 1, 2, 3, 7, S, N, Q, R, W, A, C and E trains. In the immediate area, these digital signs are located steps from two of Broadway's highest grossing plays, Harry Potter & The Cursed Child and Disney's Aladdin, as well two of America's highest grossing movie theaters, AMC Empire 25 and Regal 42nd Street.