

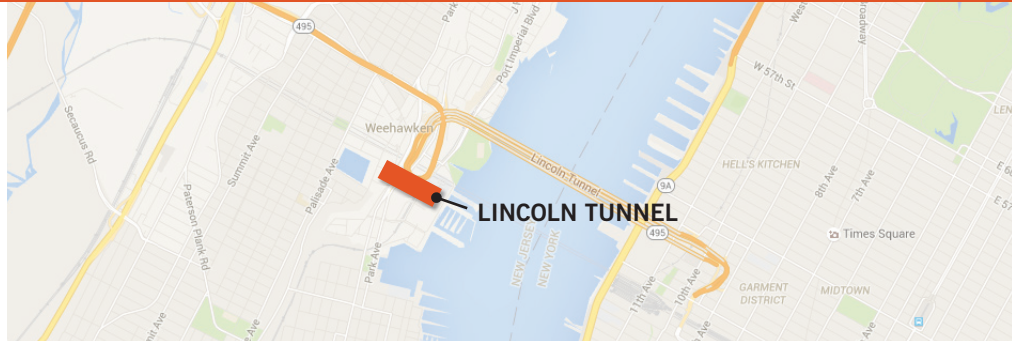
LT1001

BRANDED CITIES

NEW YORK/NEW JERSEY

LINCOLN TUNNEL

BC UNIT ID: LT1001
LOCATION: I-495 CONNECTING NY TO NJ
GEOPATH ID: 30711015
SIZE: 20' H X 100' W
FORMAT: DIGITAL, ILLUMINATED
FACING: N
LAT: 40.762432
LONG: -74.024024



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).