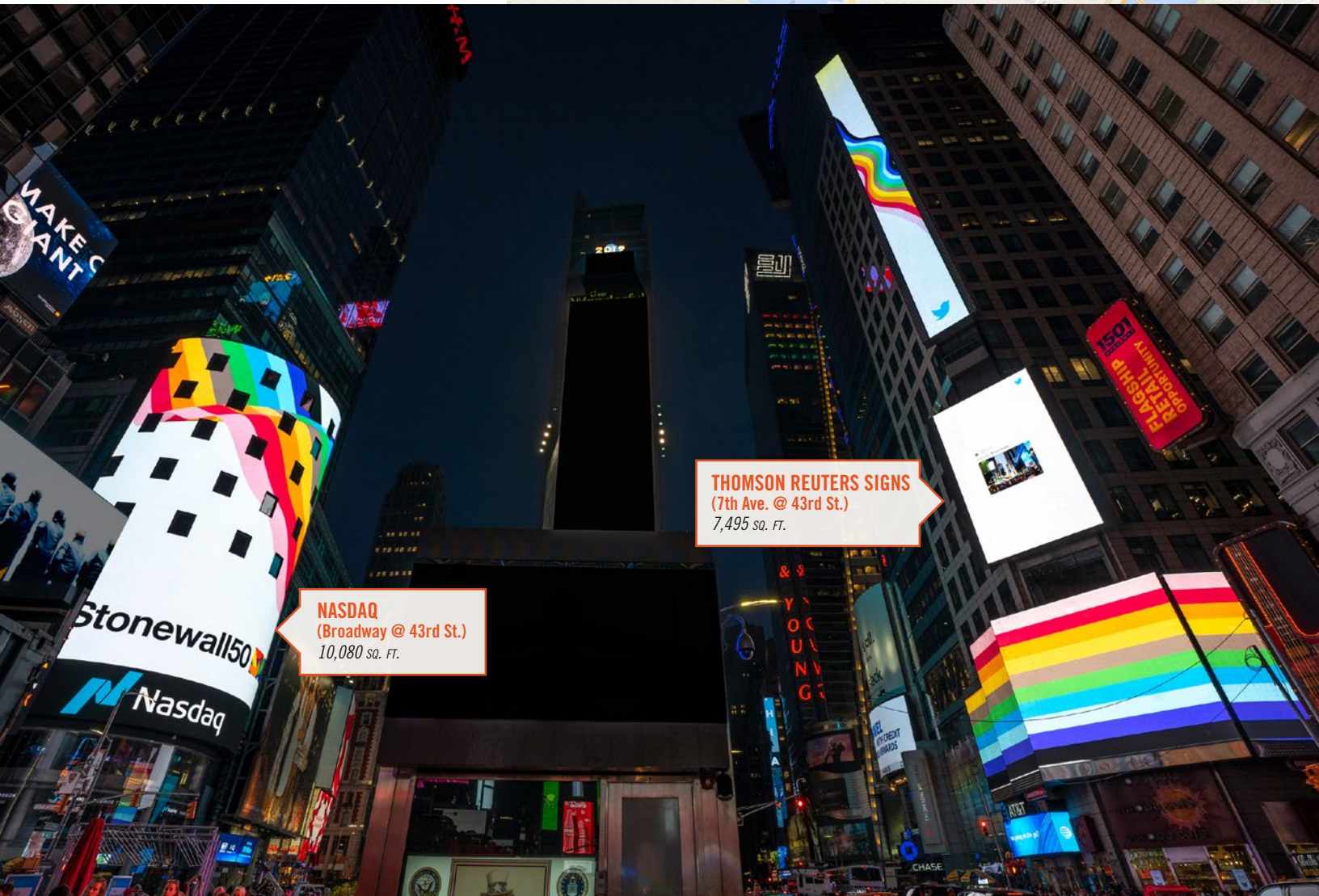


TIMES SQUARE

NASDAQ + THOMSON REUTERS DIGITAL COMBO

BC UNIT ID: TS2
LOCATION: 7TH AVE & 43RD ST
SIZE: 7 SCREENS; 17,575 SF
FORMAT: DIGITAL, ILLUMINATED
FACING: NE
LAT: 40.756660
LONG: -73.986701



THOMSON REUTERS SIGNS
 (7th Ave. @ 43rd St.)
 7,495 sq. ft.

NASDAQ
 (Broadway @ 43rd St.)
 10,080 sq. ft.

DESTINATION DESCRIPTION

Standing at 22 stories tall, the Thomson Reuters sign consists of 6 uniquely-sized, HD-LED screens and state-of-the-art technology capable of full-motion video, simulcast events, mobile interactivity, social media integration and more. Nasdaq is 7 stories tall and wraps around the corner of 43rd St. and Broadway. Together they create an exciting opportunity for brands to take control of over 17,500 sq. ft. of interactive digital advertising space and dominate the south side of Times Square! Drawing attention from every angle, these are sure to impact tourists, commuters and residents alike. They are also near several entrances to the busiest commuter stations in NYC with over 500k people/day commuting into and out of the MTA Times Square Subway Station and Port Authority Bus Terminal.