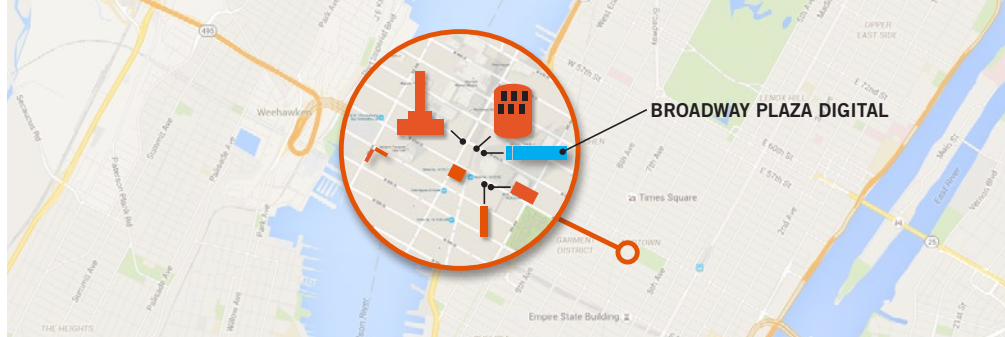


Broadway Plaza Digital

NEW YORK, NY.

BROADWAY PLAZA DIGITAL / MIDTOWN MANHATTAN

BC UNIT ID: Broadway Plaza Digital
LOCATION: Broadway between 42nd and 43rd
GEOPATH ID: tbd
SIZE: 19' H x 95' W
FORMAT: Digital
FACING: West and North
LAT: 40.7562513
LONG: -73.9860969



DESTINATION DESCRIPTION

Located above one of Times Square's main pedestrian plazas, the Broadway Plaza Digital's full-motion screen is capable of targeting a mix of high-income consumers visiting neighboring Nasdaq and business professionals who come to the area for the gourmet food stands and people watching. As a result of visitors coming to the area to interact with the street performances that occur directly below the Broadway Plaza Digital sign, brands will enjoy the added benefit of some of the longest dwell times in Out of Home advertising.

Hours of Operation: 20 Hours/Day