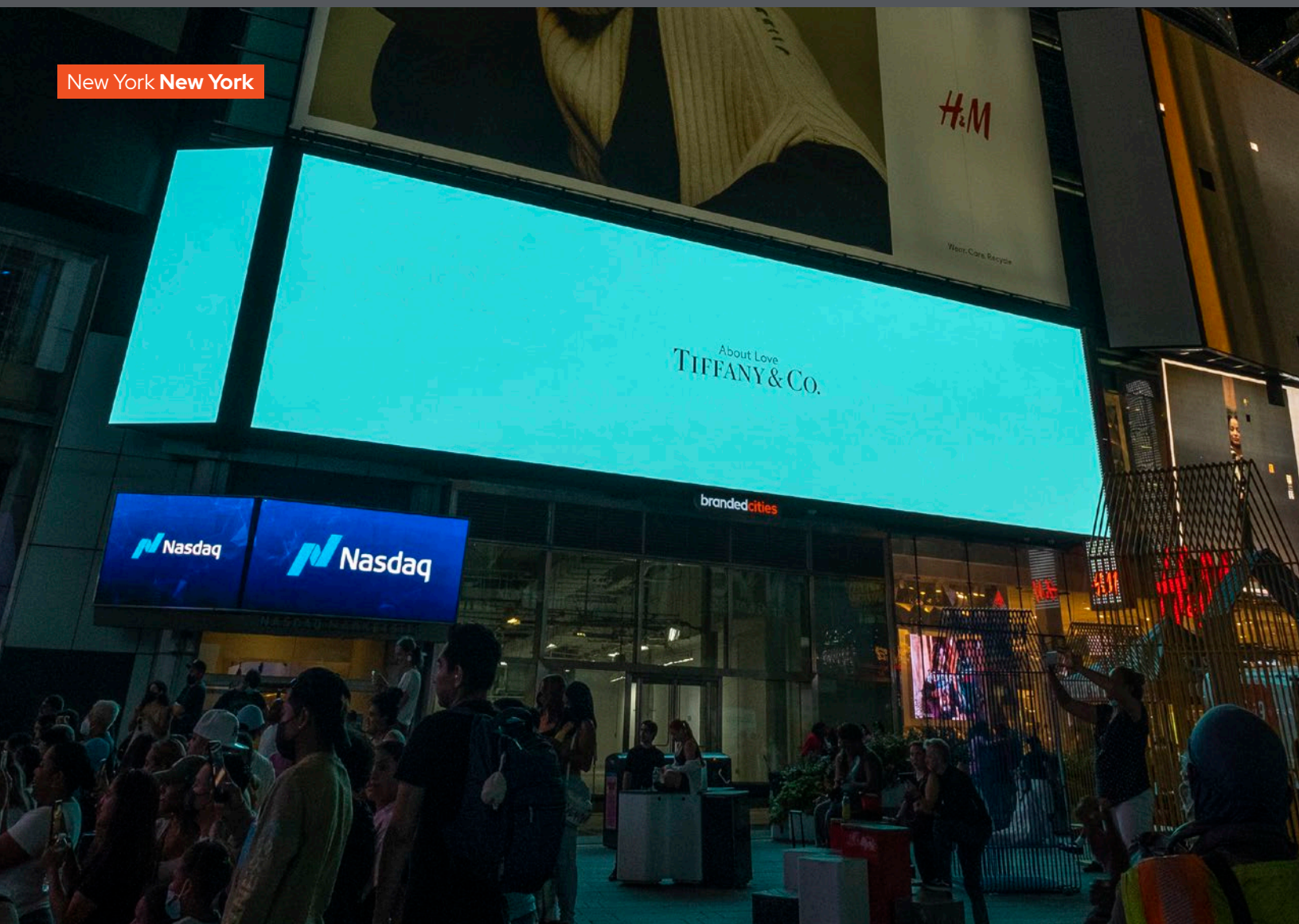
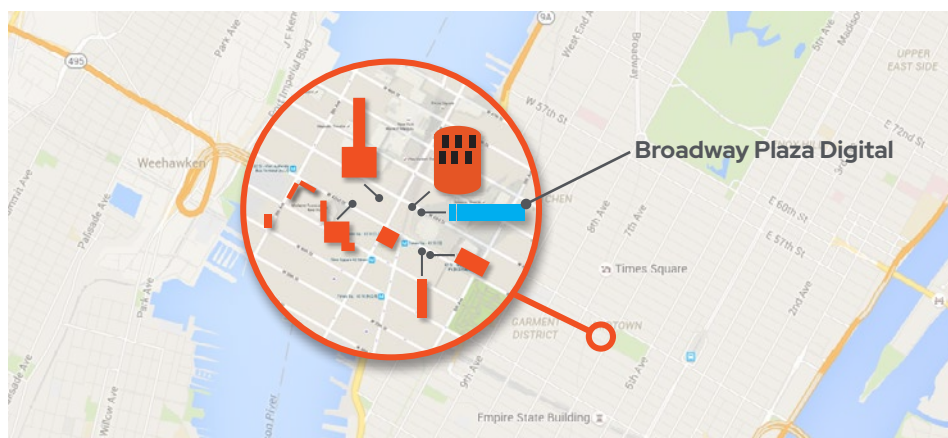


New York New York

**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

Broadway Plaza Digital Spec Sheet

**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