

New York New York



**BC UNIT ID:** Midtown East Spectacular

**LOCATION:** 3rd Ave N/O 50th Street

**GEOPATH ID:** 30492078

**SIZE:** 25' h x 25' w

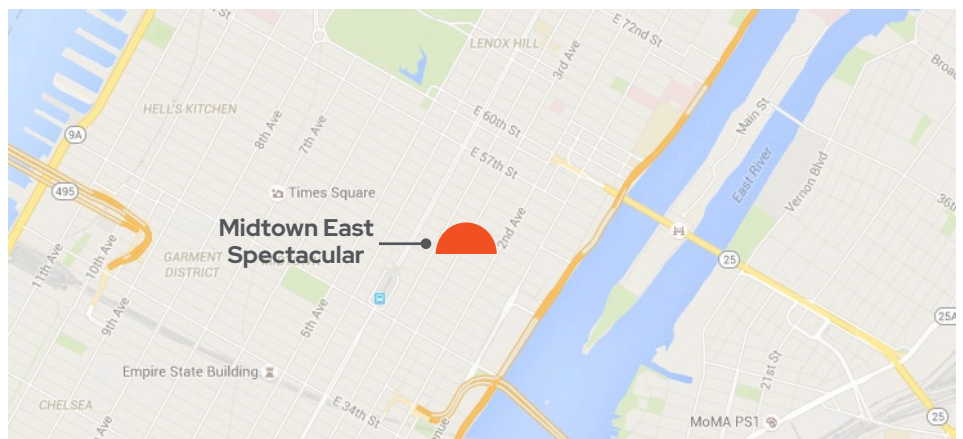
**FORMAT:** Wallscape

**FACING:** South

**LAT:** 40.75615

**LONG:** -73.97032

[Midtown East Spectacular Spec Sheet](#)



### DESTINATION DESCRIPTION

The Midtown East spectacular is located on busy 3rd Avenue at 50th Street, between the Queensborough Bridge and the Queens-Midtown Tunnel. In the heart of Midtown Manhattan, just north of the famed Smith & Wollensky Steakhouse, this area is in high demand due to the lack of other large-format Out-of-Home opportunities nearby.

Within close proximity to this spectacular are well-known points of interest like, Grand Central, Bloomingdales, the MoMa and Rockefeller Center, to name a few.