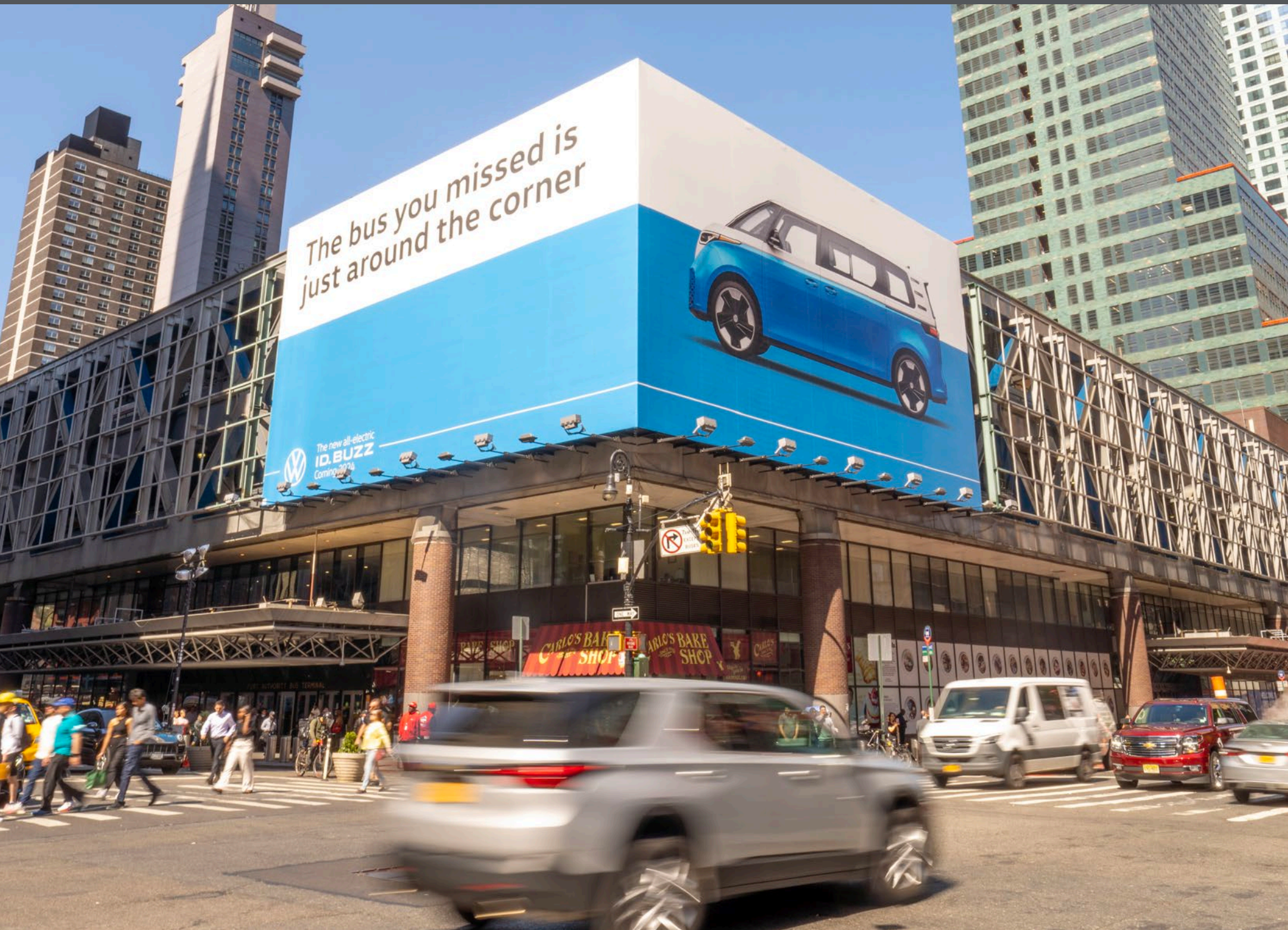
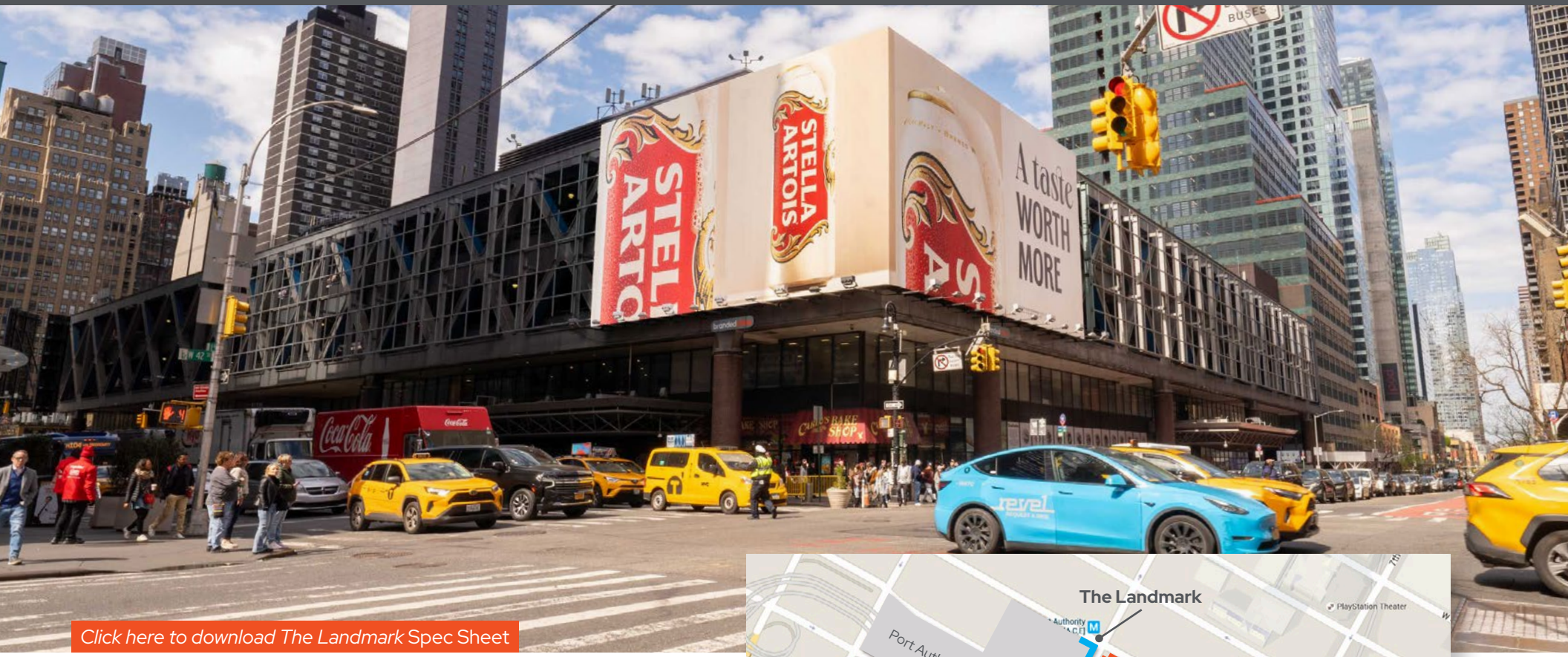
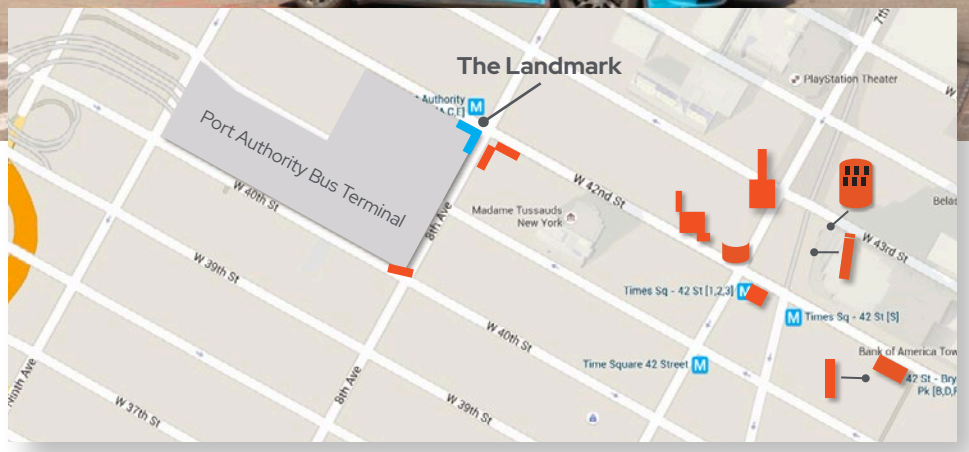

The bus you missed is just around the corner
The new all-electric
ID. BUZZ
Coming 2024
CARLO'S BAKE SHOP

THE LANDMARK - New York

brandedcities



Click here to download The Landmark Spec Sheet



BC UNIT ID: The Landmark
LOCATION: 42ND Street & 8TH Avenue
GEOPATH ID: 31040062
SIZE: 41'3" H x 143'4" W
FORMAT: Static, Illuminated
FACING: Northeast
LAT: 40.7571748
LONG: -73.9900404

DESTINATION DESCRIPTION

Located at the busy intersection of 42nd Street and 8th Avenue in midtown Manhattan, The Landmark is a flagship static spectacular that wraps the northeast corner of the Port Authority Midtown Bus Terminal, the United State's busiest terminal. The Landmark will be at the start and end point of over 225,000 commuters' daily travels into and out of Manhattan. Points of interest and businesses in the immediate area include the New York Times Building, Ernst & Young, Nasdaq, the Bank of America Building, and Bryant Park. Additionally, The Landmark is capable of targeting key retail along the 42nd Street Commuter Corridor, which links Grand Central Terminal to the Port Authority Terminal.