

New York New York



Midtown Financial Sizzle Reel

BC UNIT ID: Midtown Financial

LOCATION: 7th Ave & 43rd St

GEOPATH ID: 30711050

SIZE: 2 Screens, 10,540 Sf

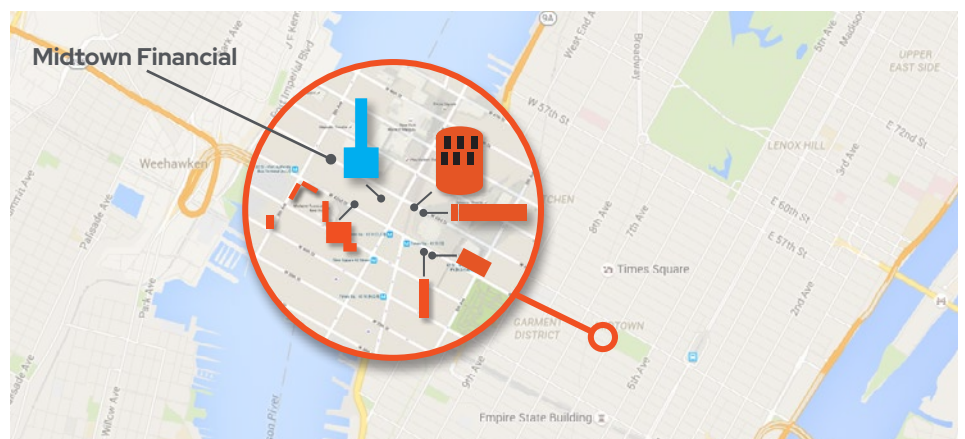
FORMAT: Digital, Illuminated

FACING: Northeast

LAT: 40.756660

LONG: -73.986701

Midtown Financial Spec Sheet



DESTINATION DESCRIPTION

Standing at 22 stories tall, the Midtown Financial consists of 2 high definition LED screens and state-of-the-art technology capable of full-motion video, simulcast events, mobile interactivity, social media integration and much more. It shows prominently to the hundreds of thousands of vehicles and pedestrians that make their way through Times Square each day. In addition, this iconic display lies directly adjacent to 7 Times Square, home of the famous New Year's Eve Ball.

Hours of Operation: 20 Hours/Day