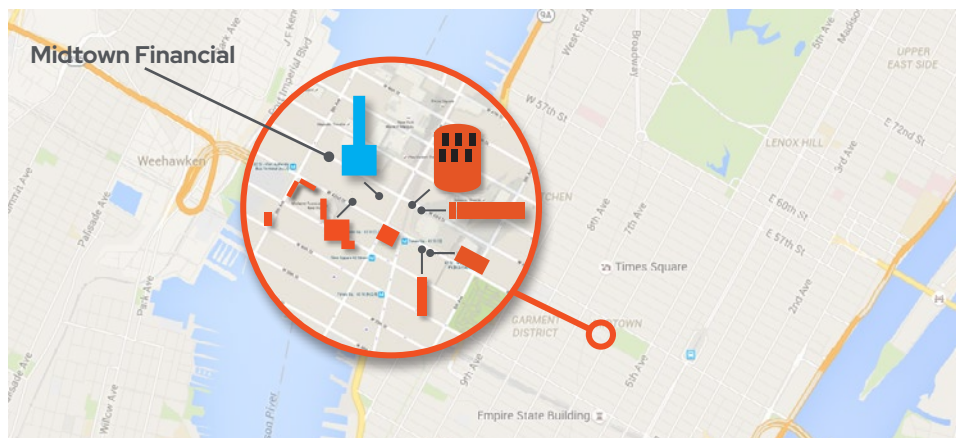


New York New York



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



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