brandedcities MOSAIC New York **New York** Member when #6 #7 are done. ONT live life WITHOUT IT #9 STEVE MADDEN

BC UNIT ID: Mosaic

LOCATION: 42nd St & 7th Ave GEOPATH ID: 30984787, 30984786,

30984785, 30984784

SIZE: 4 Screes, Various Sizes FORMAT: Digital, Illuminated FACING: West & Southeast

LAT: 40.756533 LONG: -73.987352

Mosaic Spec Sheet



DESTINATION DESCRIPTION

This collection digital signage welcomes commuters and visitors alike to the Crossroads of the World in midtown Manhattan. Located on 42nd Street, these digital signs target both eastbound and westbound traffic on Manhattan's 42nd Street, one of the main commuting corridors in the city, linking Grand Central to the Port Authority.

This digital network of high-impact signs stands at one of the entrances to Manhattan's busiest subway station, Times Square/42nd Street, which services the 1, 2, 3, 7, S, N, Q, R, W, A, C and E trains. In the immediate area, these digital signs are located steps from two of Broadway's highest grossing plays, Harry Potter & The Cursed Child and Disney's Aladdin, as well two of America's highest grossing movie theaters, AMC Empire 25 and Regal 42nd Street.

