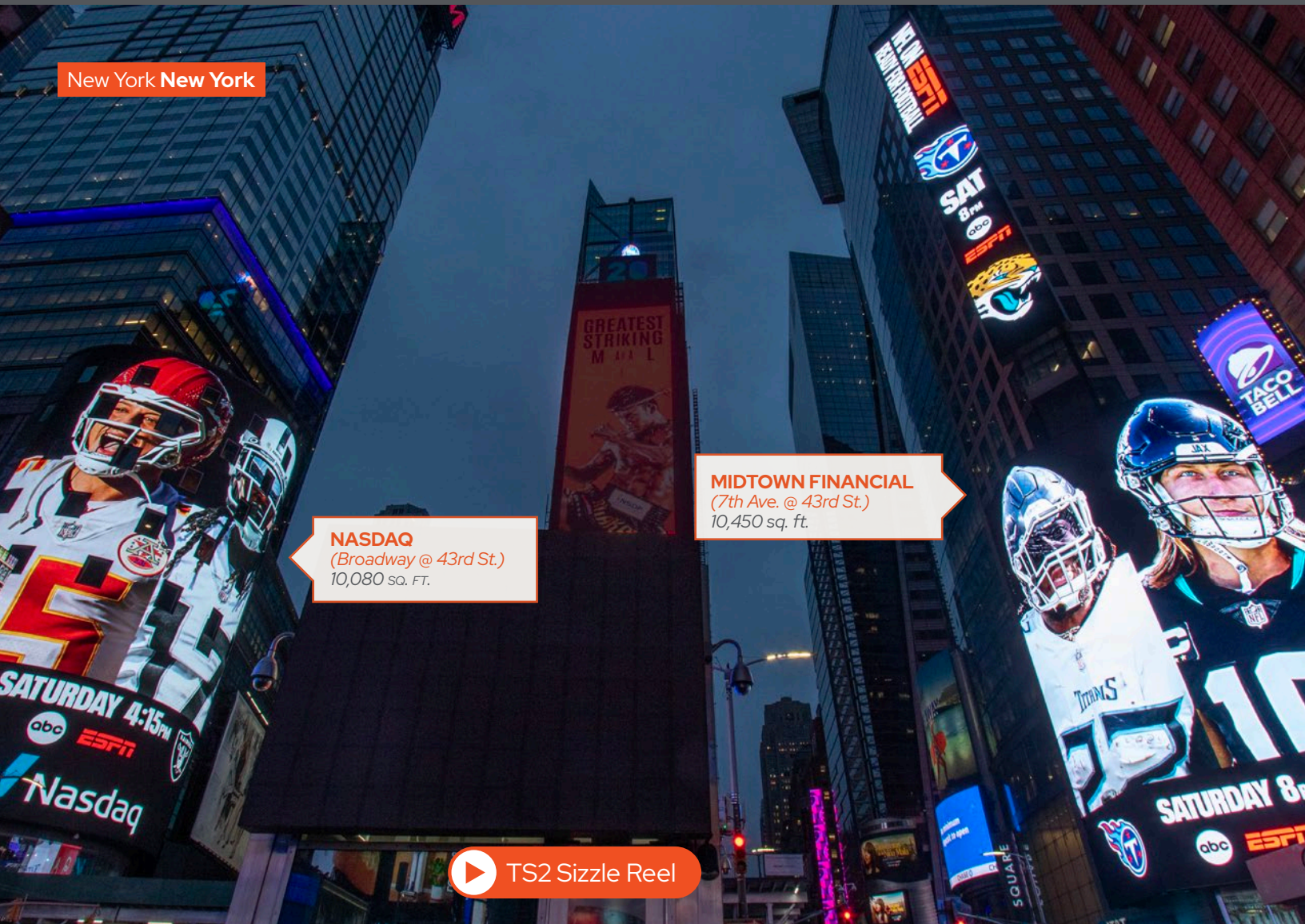


New York New York



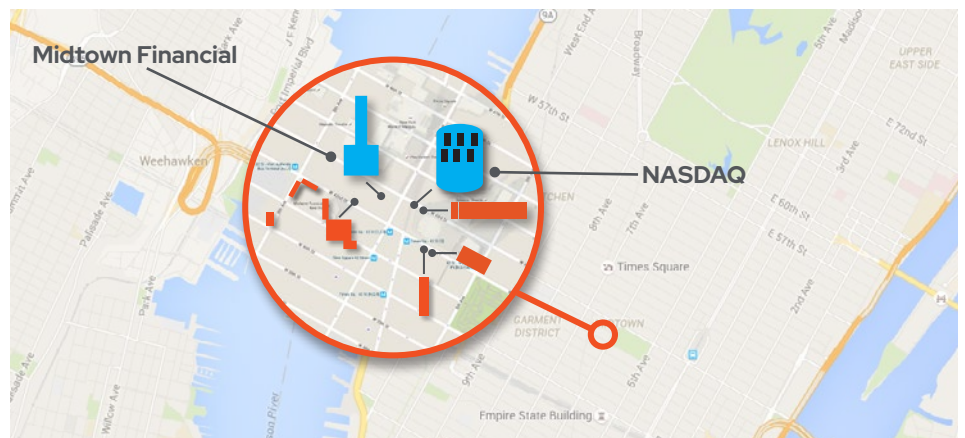
**NASDAQ**  
(Broadway @ 43rd St.)  
10,080 sq. FT.

**MIDTOWN FINANCIAL**  
(7th Ave. @ 43rd St.)  
10,450 sq. ft.

[▶ TS2 Sizzle Reel](#)

**BC UNIT ID:** TS2  
**LOCATION:** 7th Ave & 43rd St  
**SIZE:** 3 Screens; 20,530 Sf  
**FORMAT:** Digital, Illuminated  
**FACING:** Northeast  
**LAT:** 40.756660  
**LONG:** -73.986701

[TS2 Spec Sheet](#)



**DESTINATION DESCRIPTION**

Standing at 22 stories tall, the Midtown Financial (MiFi) sign consists of 2 uniquely-sized, HD-LED screens and state-of-the-art technology capable of full-motion video, simulcast events, mobile interactivity, social media integration and more. Nasdaq is 7 stories tall and wraps around the corner of 43rd St. and Broadway. Together they create an exciting opportunity for brands to take control of 20,530 sq. ft. of interactive digital advertising space and dominate the south side of Times Square! Drawing attention from every angle, these are sure to impact tourists, commuters and residents alike. They are also near several entrances to the busiest commuter stations in NYC with over 500k people/day commuting into and out of the MTA Times Square Subway Station and Port Authority Bus Terminal.