



McDonald's of Manhattan ATM Video Program

The world's largest and most successful fast food restaurant has teamed up with Actors Bank, New York City's #1 Credit Union ATM Deployer (with more ATM locations than most NYC Banks), to bring to advertisers the opportunity to market within McDonald's! With 175 NYC ATM locations inside McDonald's Restaurants, these out-of-home media venues allow you to reach new prospects throughout Manhattan. With over 7 Million Monthly Customers and 240,000 Transaction/Month, this mass market advertising medium lets you target consumers on a one-to-one basis, just as they make their cash withdrawal.

By placing ads on the ATMs within **McDonald's**, advertisers know their brand will be marketed in many high traffic locations; ranging from Times Square, home of the world's busiest McDonald's, to Wall Street and Battery Park where the City of New York was founded. Even on bustling streets such as Park Avenue or Broadway, your ATM ad will be delivered to a measurable and captive audience ensuring your message stands out from the crowd. ATM customers are the perfect market, since they have money to spend and do so within close proximity of the McDonald's ATM.

Charter Digital Media will ensure your full motion video ads will be displayed on a 10.4" Color Touch Screen targeting your dynamic message to increase sales and build brand awareness.

For information on maximizing dynamic impact in Manhattan with **McDonald's ATM Video Program**, contact OOH Media USA at 561-641-3501.

