

Charter Digital Media

Times Square/Port Authority- New York City

Media:

One 32' X 38' LED Display at Port Authority/Times Square
1300 Square feet

Description:

Giant 32' x 38' LED Display reaches 39 Million Times Square/Port Authority consumers, commuters, tourists, movie-goers

Location: Corner of 8th Avenue and 42nd Street

Rate Card Planning Costs:

\$125,000 NET/MONTH

CPM= \$3.21

Demo:

General Public, Tourists, Commuters, Business Professionals, Movie/MSG Traffic, Shoppers

Impressions:

39 Million/Month

1.319 Million DEC from TAB



Comments:

- Sight lines from 3 blocks N/S by 2 Avenues E/W
- Situated at Exit/Entrance Lincoln Tunnel
- Over 1 Million Port Authority Commuters Daily

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