

TSX Times Square

Photo Sheet



TSX Times Square

MARKET

New York City

ADDRESS

Broadway and W 47th Street

geopath audited

A Colossal Canvas for Creative Brands at the Heart of NYC.

As the most pedestrian trafficked site in the Western Hemisphere, Times Square sees over 400,000 visitors a day and over 130 million visitors per year, with a global viewership of over one billion on New Year's Eve.

A18+ 4-WEEK IMPRESSIONS
48,405,972

FEATURES

- One of the largest signage opportunities in Times Square
- Exterior Screen: 18,000 square feet
- Live 24 hours per day / 7 days per week

CAPABILITIES

- Geofencing
- Social media integration
- RSS feeds
- AR, VR and interactive capabilities
- Performance & activation opportunities
- 3D Deep Screen animation capabilities
- Audio activation via the TSX App

NOTES

- 15 seconds per spot, 10 spots, 150 second loop = 10% SOV
- All space subject to availability
- Creative content subject to approval
- 60-day cancellation

SPECIFICATIONS

DIMENSION

91'-4" H x 195'-3" W

DISPLAY RESOLUTION

7440 x 3480

CONTENT TYPE

Digital HD, Static Creative

LATITUDE & LONGITUDE

40.7590255, -73.98431258

MORE INFO

- [LINK TO DISPLAY SPEC](#)
- [LINK TO VIDEO + POP](#)
- [LINK TO GOOGLE STREET VIEW](#)

