

OUTFRONT/

WE GET YOU **NEW YORK**

Media Across The Market



WE ARE OUTFRONT/

At OUTFRONT, we understand that to brands, audiences are everything. Our media impact people where and when it matters most: in the real world. Smart brands leverage out of home's power of TLC by combining technology, location, and creativity to drive meaningful connections with their target audiences.

We continue to add intelligence to OOH, making our media more accurate, agile, and accountable. Our insights suite and attribution solutions were designed to reach your desired audience and measure your campaign's impact on them.

We are OUTFRONT by name and nature. We are everywhere, empowering businesses to leverage our ubiquity (500K canvases and 14.1B weekly impressions), our national footprint (top 25 markets), and our local relevance and community connections. We are front and center in the places your consumers live, work, and play, from neighborhoods to urban centers, from transit hubs to busier-than-ever highways and roads.

OOH is today's most creative medium. All OUTFRONT clients have access to our Cannes Lions award-winning in-house creative agencies to develop the right messaging and campaigns to drive positive outcomes. Champion the power of America's biggest canvases to drive engagement, fame, and trust.

As the most visible media platform in America, we understand our role in creating cultural impact. That's why we are dedicated to helping people, places, and businesses grow stronger.

**Welcome to America's most visible
and versatile media network.**

**Welcome to OUTFRONT.
We get you America.**



WE LEAD IN THE ART, SCIENCE, & AUTOMATION OF OOH/

OUTFRONT/



ART

Creative drives 70% of an ad's effectiveness. OUTFRONT delivers the best assets in the country, serving as the perfect blank canvas for your brand story, illustrated through big, bold, and beautiful creative. Tap into our award-winning creative agencies for best-in-class creative services, campaign development, and dynamic digital additions.

SCIENCE

Tech advancements are a priority for OUTFRONT. We have the right hardware, software, and data to ensure your campaign is targeted, efficient, and trackable. We know reaching the right people is a top priority. That's why we use syndicated research, proprietary geospatial data, and real-time mobile data to find audience segments IRL. We also know that measurement matters. So, we have an attribution model that is scalable to different business needs.

AUTOMATION

Automation is transforming digital out of home buying. Access OUTFRONT's digital inventory and automate the DOOH buying process programmatically or via the OUTFRONT Ad Server, for a managed service experience. Both approaches include the ability to easily activate complex digital campaigns at scale, which may include data conditions, impression or audience targeting, and dayparting.

OOH DRIVES SUCCESS/

OOH IS A POWERFUL MEDIUM WITH PROVEN SUCCESS IN DRIVING DESIRABLE BRAND OUTCOMES ACROSS THE PURCHASE FUNNEL. THIS LAYERED WITH ITS LOW CPM MAKE IT AN EFFECTIVE AND EFFICIENT ADDITION TO ANY MEDIA PLAN.

AWARENESS

OOH performs best for awareness across all demographics, while also ranking as the **#1 preferred media format for Millennials and GenZ**. Characteristics like massive reach, trustworthiness, and highly visual canvases contribute to OOH ranking highest against all other media in this KPI.

CONSIDERATION

People take action after seeing out of home, whether in real life or digitally. In fact, **OOH drives 5.3X more search queries and 5X more website visits** than any other media. Often along the path to purchase, OOH drives people into brick-and-mortar locations and the checkout line.

CONVERSION

OOH demonstrates superior performance in awareness and nearly identical numbers with social media in consideration and conversion rates. With significantly lower CPMs than other mediums, OOH offers the dual advantage of cost-effectiveness and widespread impact. Evidenced by **eBay's 27% surge in ad revenue** post-transition to a "full-funnel" marketing approach, the potency of OOH in driving conversions is undeniable.

AWARENESS¹

43% OOH
33% TV
32% Social Media
26% Online Video

CONSIDERATION¹

23% OOH
24% TV
24% Social Media
21% Online Video

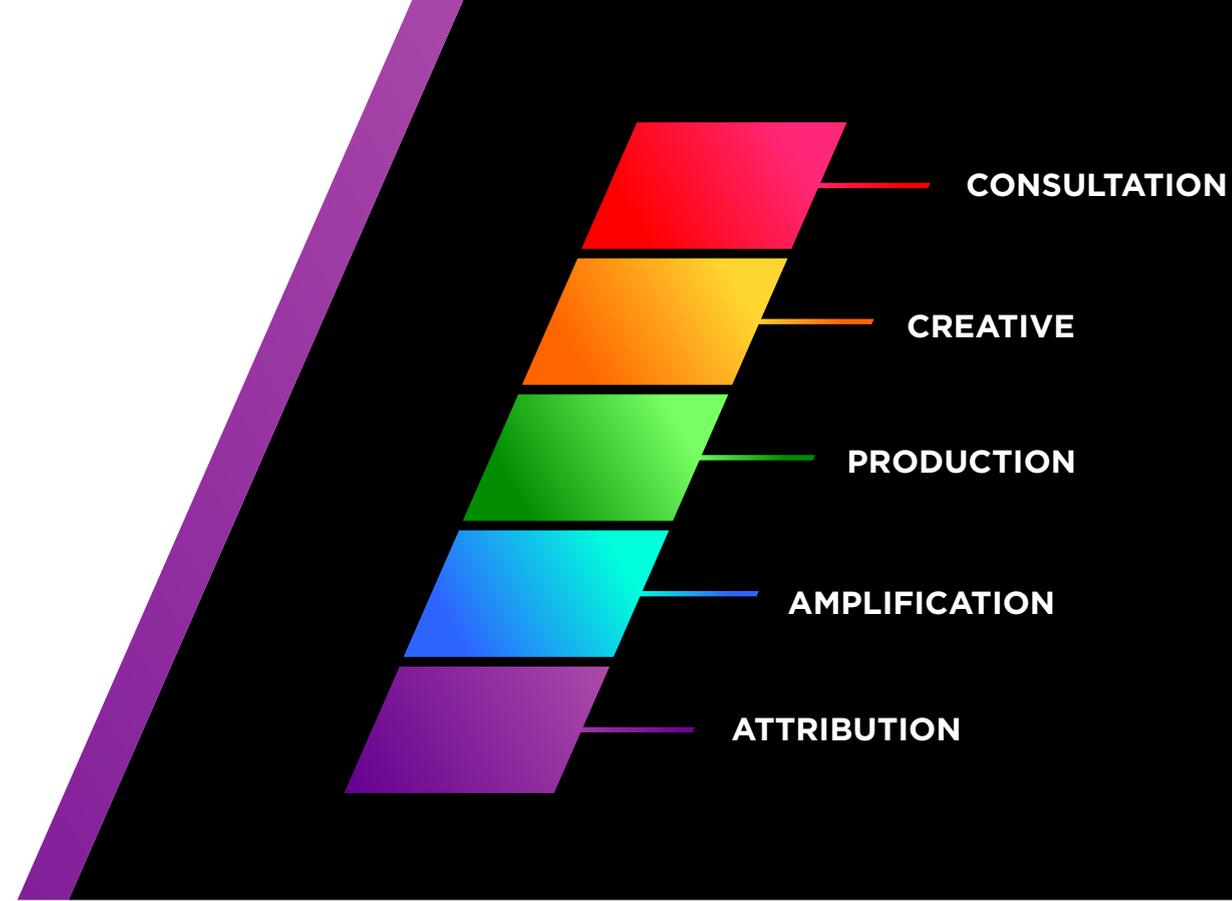
CONVERSION¹

18% OOH
18% TV
20% Social Media
13% Online Video

LEVERAGE OUR EDGE /

OUTFRONT'S 360° PARTNERSHIP
APPROACH ENSURES YOU GET
THE EDGE ON YOUR COMPETITION.

OUTFRONT /



CONSULTATION

DEFINING YOUR CAMPAIGN

Tap into smartSCOUT™, Geopath, or StreetMetrics to find the best canvases to reach your audience. Prefer to automate the buying process? 7,000+ digital billboard and transit canvases available on top SSP and DSP platforms, plus OUTFRONT's Ad Server.

CREATIVE

THE MOST CREATIVE OF ALL MEDIUMS

XLabs and OUTFRONT STUDIOS design Cannes Lions and industry award-winning campaigns. Together, we can aid in anything from best practices to full campaign development, or integrate the latest dynamic digital elements.

PRODUCTION

LAUNCHING YOUR CAMPAIGN

Let's launch your brand story! With a full in-house operations team, your campaign will hit the streets in an impactful way.

AMPLIFICATION

TAKING YOUR MESSAGE FROM IRL TO URL

OOH is the best primer for all things digital, including search, social, and mobile. Our communications team can amplify your real world campaign through press, social OOH, and mobile reach.

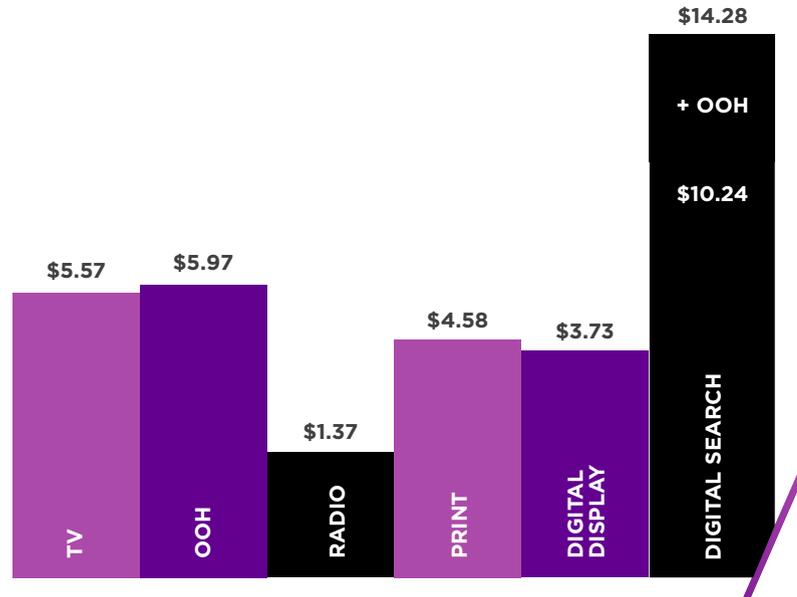
ATTRIBUTION

TRACKING SUCCESS

Our suite of attribution solutions can track your campaign's success based on KPIs like footfall, website visitation, app downloads, tune-in, and brand affinity.

AMPLIFICATION MATTERS/

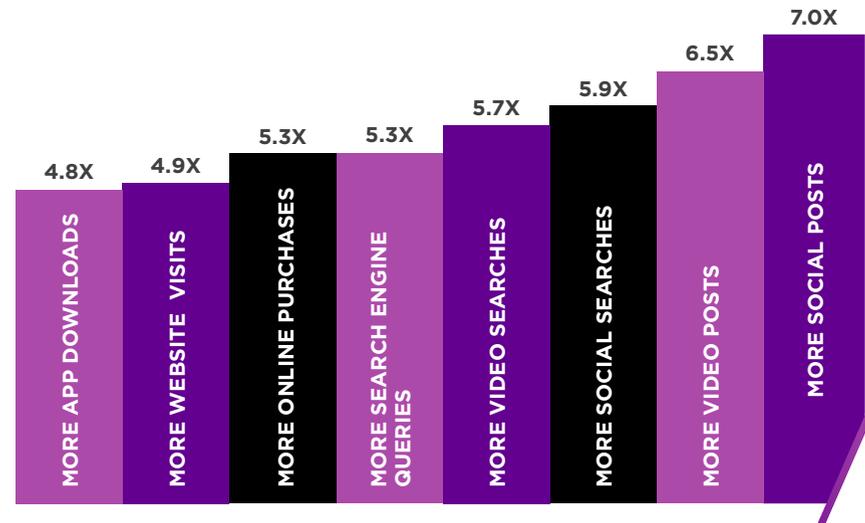
OUTFRONT is the best primer for digital engagement.



SEARCH

When out of home is added to the media mix, it **increases search's return on ad spend by 40%**. That's because **41% of consumers** search for a brand after viewing out of home ads. Dollar for dollar, that's **5.3x the performance** of other media.

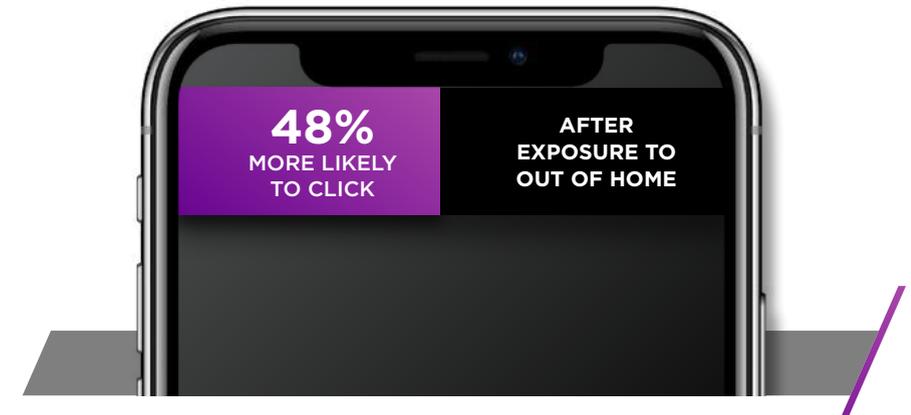
Combining billboard and transit media helped finance brand Inter&Co drive a **100X increase** in branded search.



SOCIAL

Out of home drives **7X more social posts** than any other medium, per ad dollar spent. It also drives **6.5X more video posts** and **5.9X more social searches**. Plus, one in four Americans have posted an OOH ad to their Instagram.

Sony and Olivia Rodrigo partnered on earbuds and a limited-edition MetroCard drop; **the Internet went wild**.



MOBILE

Out of home inspires us to take out our phones and do something – like click a mobile ad. Consumers are **48% more likely to engage** with a mobile ad after exposure to the same ad via OOH.

PBR Teams expanded to eight markets after its first OOH campaign captivated Kansas City, **boosting ticket sales**.



ATTRIBUTION MATTERS /

OUTFRONT'S COMPREHENSIVE SOLUTIONS STACK PROVIDES FLEXIBILITY TO CHOOSE THE **ATTRIBUTION PRODUCTS THAT BEST ALIGN WITH YOUR KPIs.**



FOOTFALL

Footfall uses a consumer's physical behavior to track incremental store and on-site visits and link them to out of home campaigns they have viewed. OUTFRONT has seen an average lift of 131% for those exposed to OOH.

[Learn how we drove a 164% lift in store traffic to 200 Burger King locations.](#)



WEBSITE

Online conversion tracking identifies when a consumer is exposed to OOH advertising and then visits the corresponding brand's website or mobile app. OUTFRONT continues to drive the strongest digital conversion, with an average lift of 345% in website traffic for those exposed to the OOH.

[Read how we drove website traffic for Celebrity Cruises.](#)



APP DOWNLOAD

We leverage a post-back to observe which mobile devices have downloaded and used the app after exposure to the OOH campaign.

[See how we increased likelihood to download the Tinder app.](#)



TUNE-IN

Devices exposed to OOH ads are mapped to households that viewed a specific program, measuring tune-in lift.

[See how we drove tune-in for a major sports league.](#)



BRAND LIFT

On-site mobile surveying provides brands with the opportunity to understand how audiences are responding to OOH creative. We measure attributes like awareness, ad recall, brand affinity, and intent to buy. OOH continues to drive stronger ad recall and brand awareness than all other measured media.

[Learn how we increased unaided brand awareness for Fresh Direct.](#)



READ THE BURGER KING CASE STUDY



READ THE CELEBRITY CRUISES CASE STUDY



READ THE TINDER CASE STUDY



READ THE SPORTS LEAGUE CASE STUDY



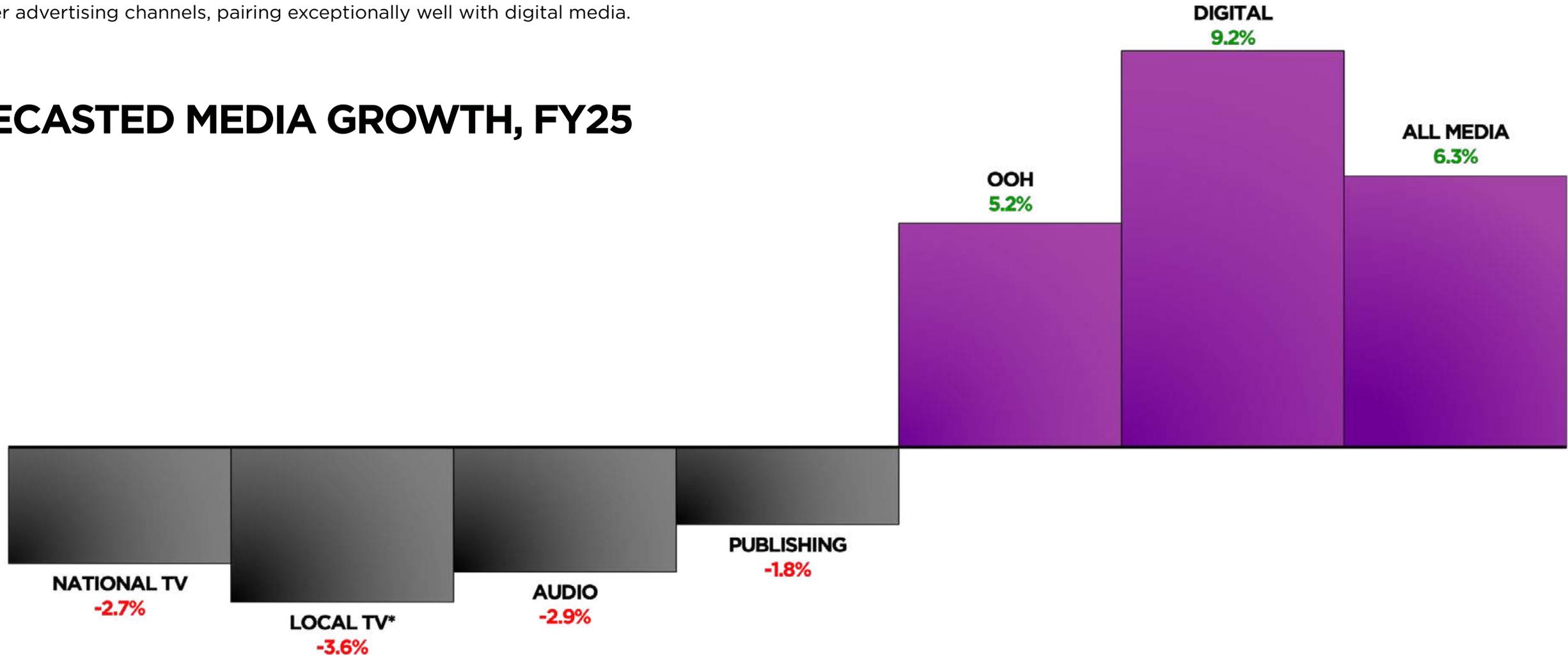
READ THE FRESH DIRECT CASE STUDY



OOH IS MEDIA'S FAVORITE MEDIUM /

OOH is geared for continued growth in 2025. Even better, it is a proven amplifier for all other advertising channels, pairing exceptionally well with digital media.

FORECASTED MEDIA GROWTH, FY25



SOURCE: MAGNA GLOBAL, 2024.

*LOCAL TV EXCLUDES CYCLICAL EVENTS.

IMPACT WHERE IT MATTERS: MEDIA ACROSS THE U.S.A. /

YOUR STORY & AUDIENCE. OUR CANVAS.

TOP 50 MARKETS /

TOP 50 MARKETS		CBSA POPULATION	BULLETINS	WALLSCAPES	POSTERS & JUNIOR POSTERS	COMMUTER RAIL & SUBWAY	BUSES	STREET FURNITURE	SPECIALTY	OUTFRONT PRIME	MOBILE + SOCIAL NETWORKS
1	New York-Newark et al, NY-NJ-PA	19,357,766	●●	●	●●	●●●	●	●●	●●	●●	●
2	Los Angeles-Long Beach et al, CA	12,773,059	●●	●	●●		●●	●●●	●●	●●	●
3	Chicago et al, IL-IN-WI	9,220,195	●●	●	●●	●●●			●●	●●	●
4	Dallas-Fort Worth-Arlington, TX	8,365,633	●●	●				●	●	●●	●
5	Houston-The Woodlands et al, TX	7,699,970	●●	●				●●		●●	●
6	Atlanta-Sandy Springs et al, GA	6,421,346	●●		●●			●●		●●	●
7	Washington et al, DC-VA-MD-WV	6,353,913	●	●		●●●	●●	●		●	●
8	Miami-Fort Lauderdale et al, FL	6,299,604	●●	●●		●●●	●●	●●●		●●	●
9	Philadelphia et al, PA-NJ-DE-MD	6,258,409	●●	●	●					●●	●
10	Phoenix-Mesa-Scottsdale, AZ	5,168,926	●●		●●	●	●	●	●		●
11	Boston-Cambridge-Newton, MA-NH	4,936,229	●●	●	●	●●●	●●	●●	●	●●	●
12	Riverside et al, CA	4,659,582	●●		●				●		●
13	San Francisco-Oakland et al, CA	4,572,708	●●	●	●	●●●	●●	●●		●●	●
14	Detroit-Warren-Dearborn, MI	4,333,171	●●	●	●		●●				●
15	Seattle-Tacoma-Bellevue, WA	4,098,018	●		●						●
16	Minneapolis et al, MN-WI	3,730,656	●●	●	●				●●		●
17	Tampa-St. Petersburg et al, FL	3,419,498	●●	●	●			●	●●		●
18	San Diego-Carlsbad, CA	3,279,593	●●	●	●				●●		●
19	Denver-Aurora-Lakewood, CO	3,033,651	●●	●	●						●
20	Orlando-Kissimmee-Sanford, FL	2,909,696	●●		●	●					●
21	Baltimore-Columbia-Towson, MD	2,835,809	●								●
22	St. Louis, MO-IL	2,793,090	●●	●	●●						●
23	San Antonio-New Braunfels, TX	2,761,788	●●								●
24	Portland-Vancouver et al, OR-WA	2,504,222	●●	●	●●						●
25	Sacramento-Roseville et al, CA	2,413,840	●●		●●						●

● INDICATES OUTFRONT MEDIA AVAILABLE ● INDICATES DIGITAL MEDIA AVAILABLE ● INDICATES WRAPPED MEDIA AVAILABLE

NOTE: TOP 50 MARKETS BASED ON OUTFRONT INVENTORY AND POPULATION COUNT
SOURCE: CENSUS DATA (2024 UPDATE).

TOP 50 MARKETS /

	TOP 50 MARKETS	CBSA POPULATION	BULLETINS	WALLSCAPES	POSTERS & JUNIOR POSTERS	COMMUTER RAIL & SUBWAY	BUSES	STREET FURNITURE	SPECIALTY	OUTFRONT PRIME	MOBILE + SOCIAL NETWORKS
26	Pittsburgh, PA	2,410,277	● ●								●
27	Las Vegas-Henderson-Paradise, NV	2,369,486	● ●				● ●	● ● ●	● ●		●
28	Cincinnati, OH-KY-IN	2,290,416	●								●
29	Kansas City, MO-KS	2,240,831	● ●	●	●						●
30	Columbus, OH	2,208,373	● ●	●	●			●			●
31	Indianapolis-Carmel-Anderson, IN	2,166,851	● ●	●	●				● ●		●
32	Cleveland-Elyria, OH	2,155,276	● ●	●							●
33	Nashville-Davidson et al, TN	2,153,421	● ●								●
34	San Jose-Sunnyvale et al, CA	1,952,656	● ●		●	● ● ●	● ●	● ●			●
35	Virginia Beach et al, VA-NC	1,795,437	●					● ●			●
36	Jacksonville, FL	1,779,779	● ●								●
37	Providence-Warwick, RI-MA	1,683,645	● ●								●
38	Raleigh, NC	1,555,961	●								●
39	Richmond, VA	1,372,170	●								●
40	Louisville et al, KY-IN	1,371,917	● ●		●			● ●	● ●		●
41	Memphis, TN-MS-AR	1,333,544	● ●								●
42	Fresno, CA	1,179,207	● ●		● ●						●
43	Grand Rapids-Wyoming, MI	1,172,184	● ●		● ●						●
44	Hartford-West Hartford et al, CT	1,157,215	● ●		● ●	●					●
45	Buffalo-Cheektowaga et al, NY	1,152,213	●								●
46	Rochester, NY	1,048,543	●								●
47	Bridgeport-Stamford-Norwalk, CT	955,414	●			●					●
48	New Orleans-Metairie, LA	943,633	● ●	● ●	● ●						●
49	Albany-Schenectady-Troy, NY	907,810	●								●
50	Worcester, MA-CT	872,485	●								●

● INDICATES OUTFRONT MEDIA AVAILABLE ● INDICATES DIGITAL MEDIA AVAILABLE ● INDICATES WRAPPED MEDIA AVAILABLE

NOTE: TOP 50 MARKETS BASED ON OUTFRONT INVENTORY AND POPULATION COUNT
SOURCE: CENSUS DATA (2024 UPDATE).

MEDIA ACROSS NEW YORK

Calvin Klein

OUTFRONT PRIME



WE GET YOU NEW YORK.

OUTFRONT

Home to approximately 8.1 million residents, with an additional 19 million in the surrounding metropolitan area, New York City remains **the most densely populated city in the United States**. Renowned for its iconic skyscrapers and its moniker as “the city that never sleeps,” it stands as a global hub of culture, finance, and media, drawing millions of visitors each year. The average worker earns about 1.5 times the national average, and **the city boasts nearly 350,000 millionaires and 60 billionaires, with a combined resident wealth exceeding \$3 trillion**. If New York City were a sovereign state, its economy would rank among the world’s largest. Tourism projections for 2025 anticipate 68.1 million visitors, surpassing pre-pandemic levels and reaffirming the city’s status as a premier global destination.

WHY NY?

- Most diverse city in the United States. Over 3.2 million residents are foreignborn, and as many as 800 languages are spoken within the metropolitan area.
- Ranked as the second most popular travel destination on TikTok in 2023 and amassed 144 million Instagram posts, highlighting its strong global presence on social media platforms.
- With 36 subway lines and 472 different stations, the New York City subway system is one of the busiest systems in the world! It would take a rider roughly 24 hours to navigate the entire system!
- It is the financial center of the USA and the wealthiest city in the world
- Real estate market is most expensive in the world, with neighborhoods like Hudson Yards having median home sale prices of \$7.5 million.
- Welcomed 62.2 million visitors in 2024, with projections of 68.1 million tourists by 2025.

New York, OUTFRONT reaches 98.5% of the DMA consumers

NEW YORK
212.297.6400

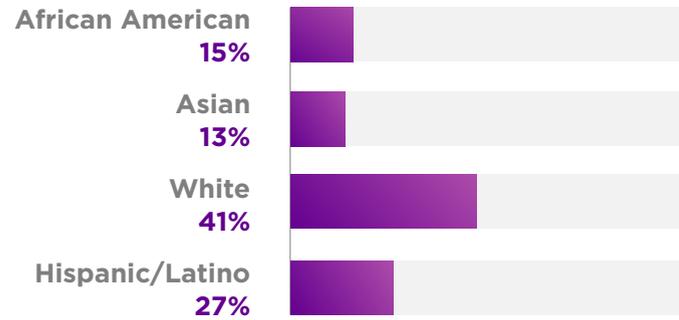
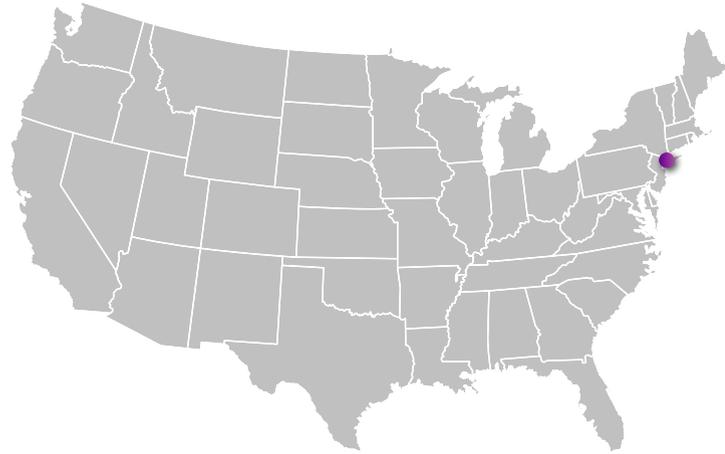
SOURCE: MTA 2018, NYC.GOV, STATISTA, BUSINESS INSIDER, BARRONS, SECRETNYP, STATISTA.



SCAN OR CLICK TO
LEARN MORE

NEW YORK

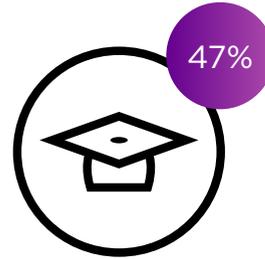
Profile



NY AREA 19,357,766 MILLION*

NEW YORK
212.297.6400

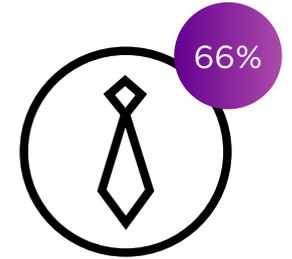
SOURCE: CENSUS DATA (2025 UPDATE) NEW YORK-NEWARK ET AL, NY-NJ CBSA



College Degree or higher



Total miles traveled past week



White-collar occupation



Female



Time spent traveling to and from work each day



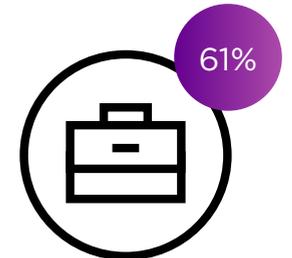
Blue-collar occupation



Male



Drive alone or carpooled



Employed

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BILLBOARDS



BULLETINS

Bulletins offer the **most powerful impact** of all outdoor advertising formats. Located on **key highways, intersections and integral choke points** throughout the tristate area, Bulletins provide your message with long-term presence and tremendous visibility to vehicular traffic.

PRODUCT INFORMATION

- 14'H x 48'W
- 20'H x 60'W
- Odd Sizes
- Sizes vary by location
- Extensions available

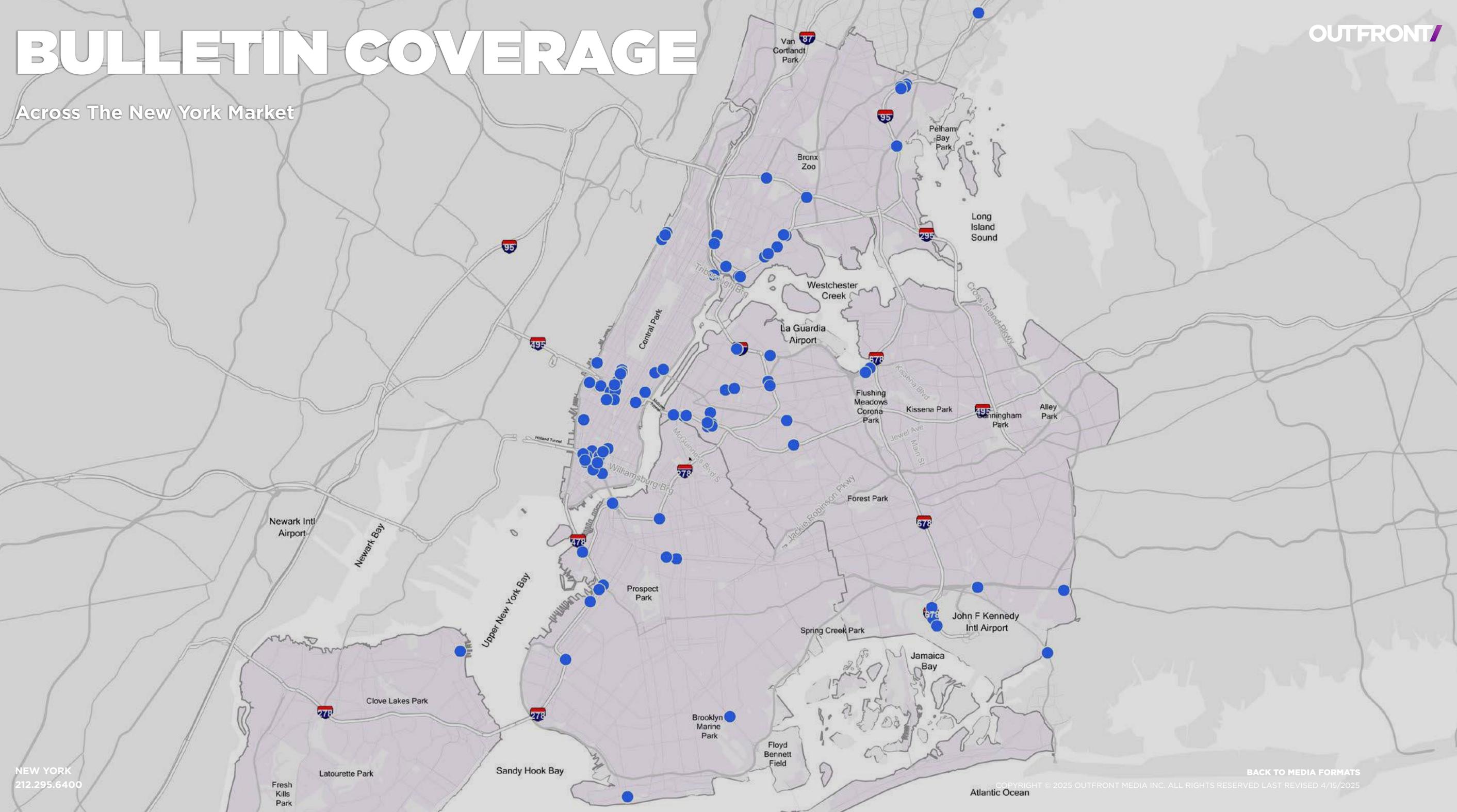
COVERAGE

- See map for complete coverage



BULLETIN COVERAGE

Across The New York Market





DIGITAL BULLETIN NETWORKS

Add an extra layer of **timeliness and relevance** to your campaign through a digital execution. **Easily change creative messaging** based on triggers such as time of day, weather, or sports scores. Digital provides ultimate messaging!

PRODUCT INFORMATION

- 12 Total Units
- 2 Network Options
- LED Display Sizes Vary By Unit
- Spot Length: 8 Seconds
- Loop Length: 64 Seconds
- Advertisers: 8
- Hours: 24/7
- Digital Static Only (No Audio)

COVERAGE

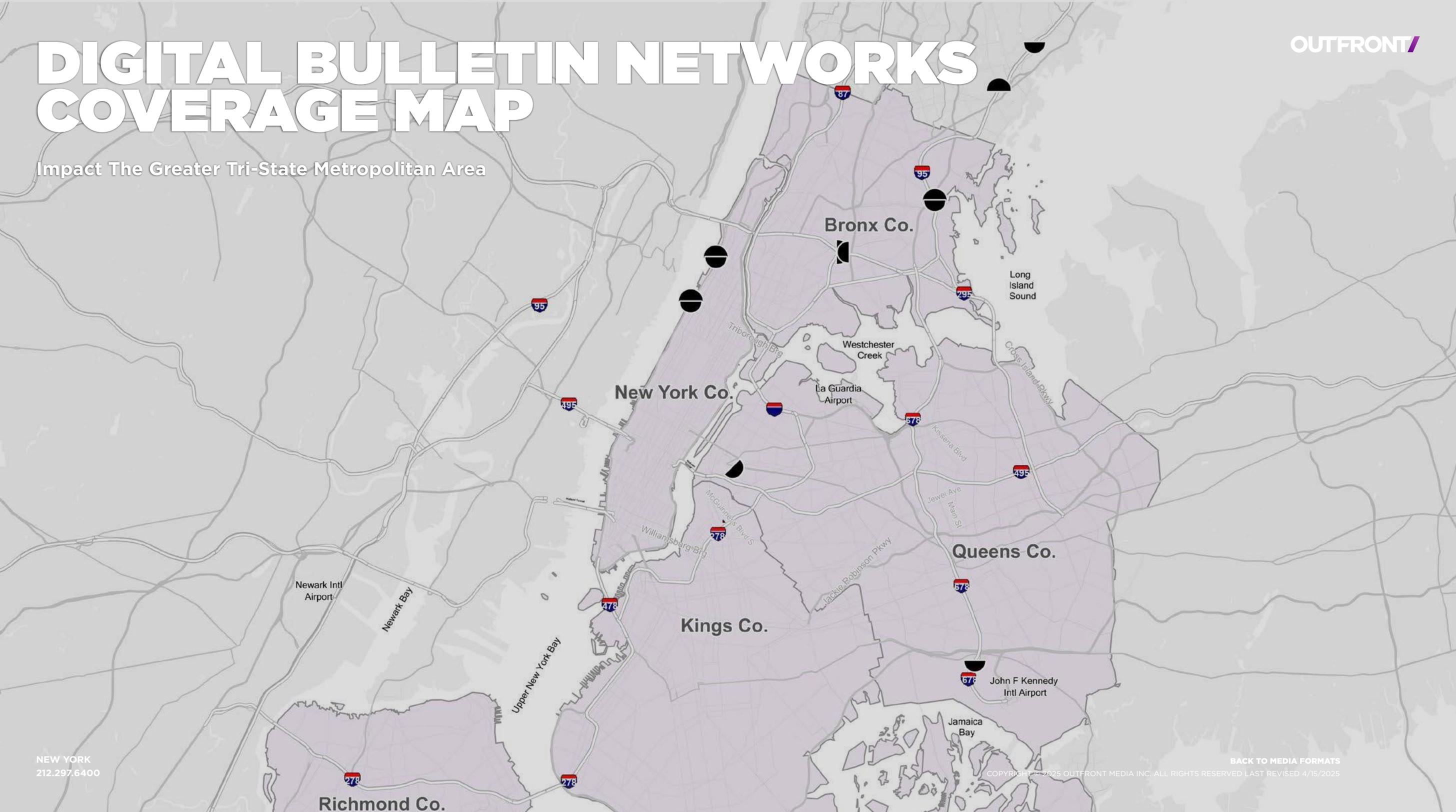
- See map for complete coverage



**Digital sign media referenced herein is generally displayed for a minimum guaranteed display time, with the remaining time used for maintenance when needed. Display times are subject to preemption for emergency messaging service.*

DIGITAL BULLETIN NETWORKS COVERAGE MAP

Impact The Greater Tri-State Metropolitan Area



WALLSCAPES

OUTFRONT

Affixed to buildings in heavily trafficked areas and visible from a great distance, wallscapes provide **maximum impact** for creative messages. Great point-of-purchase exposure keeps your message top of mind. Wallscapes are **perfect for penetrating urban centers** and vary in size, providing endless creative options.

PRODUCT INFORMATION

- Sizes vary by location

COVERAGE

- See map for complete coverage

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NEW YORK
212.297.6400

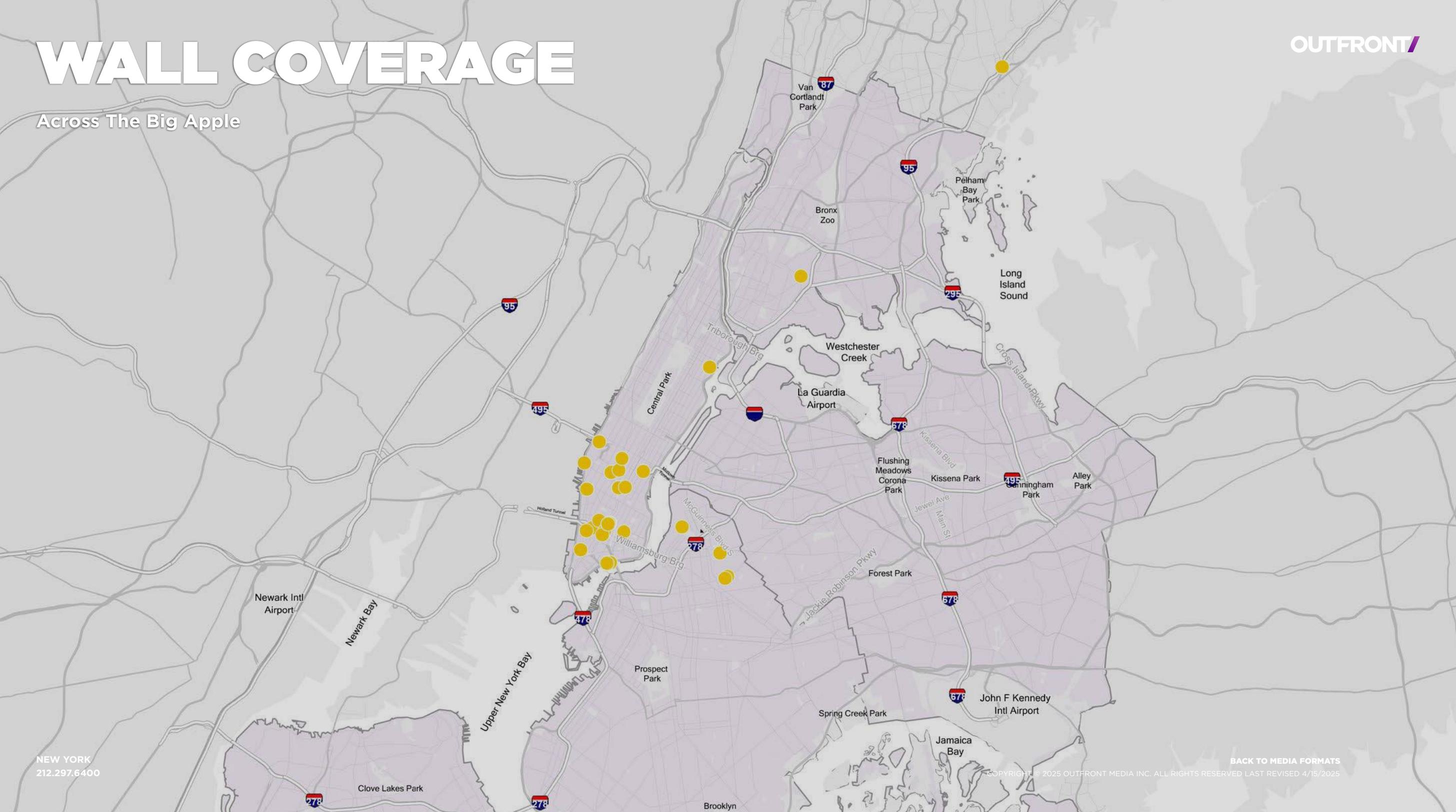
BACK TO MEDIA FORMATS

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WALL COVERAGE

Across The Big Apple



PENN DIGITAL WRAP

This digital spectacular is located in Penn Center, an area that has become the **hottest digital signage area** in Manhattan. With world famous landmarks Madison Square Garden and Penn Station across the street, and Macy's around the corner, **advertisers can achieve ultimate brand exposure and recognition.**

PRODUCT INFORMATION

- 1 Corner Wrap
- Size: 65'H x 40'W / 65'H x 42'6"W
- Spot Length: 8 Seconds
- Loop Length: 80 Seconds
- Advertisers: 10
- Hours: 24/7
- Full Motion Video/Digital Static (No Audio)

COVERAGE

- Penn Station
- Midtown Manhattan

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NOHO DOMINATION

These three illuminated faces are in the heart of trendy NOHO and at the entrance of #6 train, making this a **hot spot for advertisers**. The three faces combine to more than 2,000 square feet, and work together to form a unique NOHO domination. This domination will be **seen by tourists, local upscale SOHO/NOHO residents, and by motorists travelling north** from downtown on the heavily trafficked Lafayette Street.

PRODUCT INFORMATION

- 3 Units
- Sizes Vary

COVERAGE

- NoHo
- Manhattan





HELMSLEY WALKWAY LIVEBOARDS

An unprecedented branding opportunity, the Helmsley Walkway Liveboards are a one of a kind experience. Located in the famed Helmsley Building, these Liveboards offer a **rare digital advertising opportunity on Park Avenue.**

Communicate your message while targeting an affluent audience heading to and from Grand Central Terminal and major financial institutions.

PRODUCT INFORMATION

- Please contact your sales representative for additional information.

COVERAGE

- Grand Central Terminal
- Midtown Manhattan

**Digital sign media referenced herein is generally displayed for a minimum guaranteed display time, with the remaining time used for maintenance when needed. Display times are subject to preemption for emergency messaging service.*



TIMES SQUARE

ph
ainment!"

Y

Find Me

Digital Facts

Visual Content

Coordinates

Rotation Order

Quantity

Velocity

Field

Class Strength

Level of Detail

Collision Margin

or Threshold

ations

ies

Management

Max GB

Size

1540

HONDA
The Power of Dreams

SCAN HERE TO SEE DREAMS COME TO LIFE

Future and modified vehicles and products shown. Honda's role in research projects shown as a result of Honda's commitment to innovation. ©2022 Honda Motor Co., Ltd.

POPEYES

LOUISIANA KITCHEN

PAYBACK

FROM THE CREATOR OF LINE OF DUTY AND BODYCAM

NEW SERIES OCTOBER 18TH ON BRITBOX

OLD NAVY

I ♥ NY. GIFTS I ♥ NY.

TIMES SQUARE

Located in the heart of New York City, Times Square is one of America's most famous landmarks. Known as the "crossroads of the world," it represents New York's rare ability to electrify and inspire locals and tourists alike with its vibrant atmosphere. It's no wonder that **Times Square is "one of the world's most photographed and televised landmarks,"** with more than 131 million pedestrians passing through each year, making it one of the busiest areas of Manhattan.

BILLBOARDS

- 2 Times Square Domination
- Top-Down Partial Domination
- Bottom-Up Partial Domination
- The Cube at Two Times Square
- Giant Twins at Two Times Square
- The Summit at Two Times Square
- The Wedge at Two Times Square
- Digital Beast
- Times Square Tower



2 TIMES SQUARE DOMINATION

OUTFRONT

Experience unparalleled brand visibility with the 2 Times Square Domination – a digital colossus offering 126 million+ 4-week impressions in Times Square’s busiest, most photographed zone, Duffy Square. This digital wonder, facing three key directions with a slight northwest exposure, delivers 280-degree audience engagement across about 16,600+ square feet and 20 stories of elevation. That’s the equivalent of 3.5 full basketball courts, delivering a towering presence that eclipses surrounding visuals. With eleven synchronized digital screens, this powerhouse commands attention where visitors linger for up to 8 minutes – guaranteeing exceptional brand recognition and stopping power. Choose this iconic domination for maximum impact in Times Square.

PRODUCT INFORMATION

- 11 Screens
- Size: Vary By Unit
- Spot Length: 10 Seconds
- Loop Length: 100 Seconds
- Advertisers: 10
- Hours: 24/7
- Full Motion Video/Digital Static (No Audio)

COVERAGE

- Times Square
- Midtown Manhattan

**Digital sign media referenced herein is generally displayed for a minimum guaranteed display time, with the remaining time used for maintenance when needed. Display times are subject to preemption for emergency messaging service.*

NEW YORK
212.297.6400
SOURCE: TIMES SQUARE ALLIANCE



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TOP-DOWN PARTIAL DOMINATION

Whether it's promoting the latest blockbuster movie or showcasing cutting-edge digital art installations, these billboards located at 2 Times Square provide an immersive experience that captivates and enthralls viewers. Campaigns running on the Top-Down Partial Domination billboards can be spotted from blocks away, making them impossible to miss. This one-of-a-kind domination includes the Giant Twins and the Summit, giving your brand more than 10,300+ square feet of prime Times Square signage that can be spotted from more than 10 blocks away.

PRODUCT INFORMATION

- 3 Screens
- Size: Vary By Unit
- Spot Length: 10 Seconds
- Loop Length: 100 Seconds
- Advertisers: 10
- Hours: 24/7
- Full Motion Video/Digital Static (No Audio)

COVERAGE

- Times Square
- Midtown Manhattan

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BOTTOM-UP PARTIAL DOMINATION

These state-of-the-art screens tower above the bustling crowds below, providing a stunning display of vibrant colors and dynamic imagery. The Bottom-Up Partial Domination — which includes the Giant Twins, the Cube, and the Wedge — gives advertisers the ability to bring impactful messaging to the masses just under 13,000 square feet of prime Times Square signage. With 131 million annual visitors and over one million daily ad impressions, amplified via social media posts, taking over the iconic 2 Times Square is a monumental brand moment.

PRODUCT INFORMATION

- 10 Screens
- Size: Vary By Unit
- Spot Length: 10 Seconds
- Loop Length: 100 Seconds
- Advertisers: 10
- Hours: 24/7
- Full Motion Video/Digital Static (No Audio)

COVERAGE

- Times Square
- Midtown Manhattan

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NEW YORK
212.297.6400
SOURCE: TIMES SQUARE ALLIANCE

OUTFRONT



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THE CUBE AT 2 TIMES SQUARE

OUTFRONT

This three-sided, six-screen digital spectacular spans 7th Ave, Broadway, and 47th St, sitting at the iconic north anchor of Times Square. The Cube is more than 6x larger than a standard billboard and is visible from 5 blocks away, making it the perfect spot for a spatial/3D larger-than-life campaign. This PRIME location can be found in the background of every social media post taken from Pedestrian Plaza and TKTS, giving your brand massive social amplification across the globe. The Cube is perfect for reaching Times Square's 131 million annual visitors as well as billions via social media!

PRODUCT INFORMATION

- 6 Screens
- Size: 35'H x 118'W
- Spot Length: 10 Seconds
- Loop Length: 100 Seconds
- Advertisers: 10
- Hours: 24/7
- Full Motion Video/Digital Static (No Audio)

COVERAGE

- Times Square
- Midtown Manhattan

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NEW YORK
212.297.6400
SOURCE: TIMES SQUARE ALLIANCE



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GIANT TWINS AT 2 TIMES SQUARE

OUTFRONT

With visibility from over 10 blocks away, the Giant Twins rise above the competition. Located at 48th and 7th, this duo of digital giants dominates the square with one on Broadway and one on 7th Ave. Their iconic presence attracts the attention of daily tourists at TKTS, and Duffy Square, as well as commuters crossing Midtown. Beyond NYC, as a top Instagrammed location, the Giant Twins are shared across millions of devices, gaining earned social impressions.

PRODUCT INFORMATION

- 2 Screens
- Size: 96'2.5"H x 34'5.5"W
- Spot Length: 10 Seconds
- Loop Length: 100 Seconds
- Advertisers: 10
- Hours: 24/7
- Full Motion Video/Digital Static (No Audio)

COVERAGE

- Times Square
- Midtown Manhattan

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NEW YORK
212.297.6400
SOURCE: TIMES SQUARE ALLIANCE



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THE SUMMIT AT 2 TIMES SQUARE

OUTFRONT

Anchored at the top of 2 Times Square, The Summit is located at one of the highest points in the most visited and photographed area of the Square, reaching millions globally both in-person and via social media. This PRIME unit on 47th St, between 7th Ave & Broadway, faces the Pedestrian Plaza, the iconic red steps, & the TKTS booth, where locals, theater-goers, commuters, & tourists alike visit, spending over 8 mins looking at billboards, taking photos that last a lifetime. The Summit is the perfect place for your brand to achieve ultimate brand exposure, brand visibility, and impact.

PRODUCT INFORMATION

- 1 Screen
- Size: 65'7"H x 56'1"W
- Spot Length: 10 Seconds
- Loop Length: 100 Seconds
- Advertisers: 10
- Hours: 24/7
- Full Motion Video/Digital Static (No Audio)

COVERAGE

- Times Square
- Midtown Manhattan

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NEW YORK
212.297.6400
SOURCE: TIMES SQUARE ALLIANCE



THE
SUMMIT

SAMSUNG
Galaxy S23 Ultra

Coca-Cola

NOW WHAT?
NOW WHAT?

NOW WHAT?
NOW WHAT?

NEW YORK LINE FRIENDS NEW

Who's Your Rock?

Our rock-solid expertise can help

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THE WEDGE AT 2 TIMES SQUARE

Located on Broadway and 48th Street, The Wedge at is a doubled-sided digital unit that offers a remarkably long view exposure facing north and south. It's connected to multiple tourist attractions and is visible to hundreds of thousands of pedestrians daily from the most congested area in Times Square. With its unique shape and prime location in the heart of the Square, The Wedge provides advertisers with an exceptional platform to distinguish themselves from the competition and create a lasting impression among the 131 million annual visitors and billions more on social media.

PRODUCT INFORMATION

- 2 Screens
- Size: 36'H x 60'W
- Spot Length: 10 Seconds
- Loop Length: 100 Seconds
- Advertisers: 10
- Hours: 24/7
- Full Motion Video/Digital Static (No Audio)

COVERAGE

- Times Square
- Midtown Manhattan

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NEW YORK
212.297.6400

SOURCE: GEOPATH INSIGHT SUITE 2020,
NYC DMA, A18+

OUTFRONT



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DUFFY'S DUO

Discover “Duffy’s Duo,” OUTFRONT’s latest innovation in Times Square: two massive digital billboards, each six stories high and totaling 5823.85 square feet. Positioned in the bustling Duffy Square, these screens command attention, offering unparalleled visibility nearly nine times that of standard billboards. Ideal for brands seeking impactful exposure, they can be utilized together or individually, enhancing advertising flexibility. Located near Broadway’s theaters and the New Year’s Eve celebration hub, Duffy’s Duo ensures your message captivates the 50 million annual visitors. Embrace this chance to create engaging, memorable experiences in a globally recognized location. Make a statement with Duffy’s Duo.

PRODUCT INFORMATION

- 2 Screens (Sold Individually or Together)
- Size: 29.38’H x 61.69’W & 59.6’H x 61.69’W
- Spot Length: 15 Seconds
- Loop Length: 120 Seconds
- Advertisers: 8
- Hours: 24/7
- Full Motion Video/Digital Static (No Audio)

COVERAGE

- Times Square
- Midtown Manhattan

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NEW YORK
212.297.6400
SOURCE: GEOPATH INSIGHT SUITE 2020,
NYC DMA, A18+



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DIGITAL BEAST

This massive 9,300 square-foot single-screen digital billboard in the heart of Times Square Bowtie commands attention from the millions of tourists who spend an average of 8 minutes gazing at the advertisements with each visit. It's one of the largest Spatial 3D canvases in the world, and due to its strategic location, the Digital Beast is impossible to miss and has frequently been featured in various publications, television shows, and social media platforms. Perfect for brands looking to make a real statement and garner the attention of impressionable individuals looking for a unique creative experience.

PRODUCT INFORMATION

- Size: 73'H x 125'W
- Spot Length: 15 Seconds
- Loop Length: 120 Seconds
- Advertisers: 4**
- Hours: 24/7
- Full Motion Video/Digital Static (No Audio)

COVERAGE

- Times Square
- Midtown Manhattan

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TIMES SQUARE TOWER

OUTFRONT

Located at the Crossroads of the World, this magnificent assembly of oversized spectaculars is quite possibly **the most prominent displays in the U.S.A.** Impossible to miss, and easily seen from all angles by commuters, locals and thousands of tourists daily. This imposing static display is **popular among advertisers looking to make an impact** in the highly competitive New York market, and is also often seen in both highlight reels of New York and world renowned landmark locations.

PRODUCT INFORMATION

- 9 Units
- Sizes Vary

COVERAGE

- Times Square
- Midtown Manhattan

NEW YORK
212.297.6400



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SUBWAY

SUBWAY MEDIA

OUTFRONT

Influence a captive audience of over 4 million+ riders daily, with tremendous impact and frequency at high-traffic locations. Subway advertising offers unparalleled reach to some of the most intelligent, savvy and affluent consumers in New York City. Subway advertising **provides exceptional value and is the perfect way to command the attention of busy commuters** in a captive setting.

STATION MEDIA

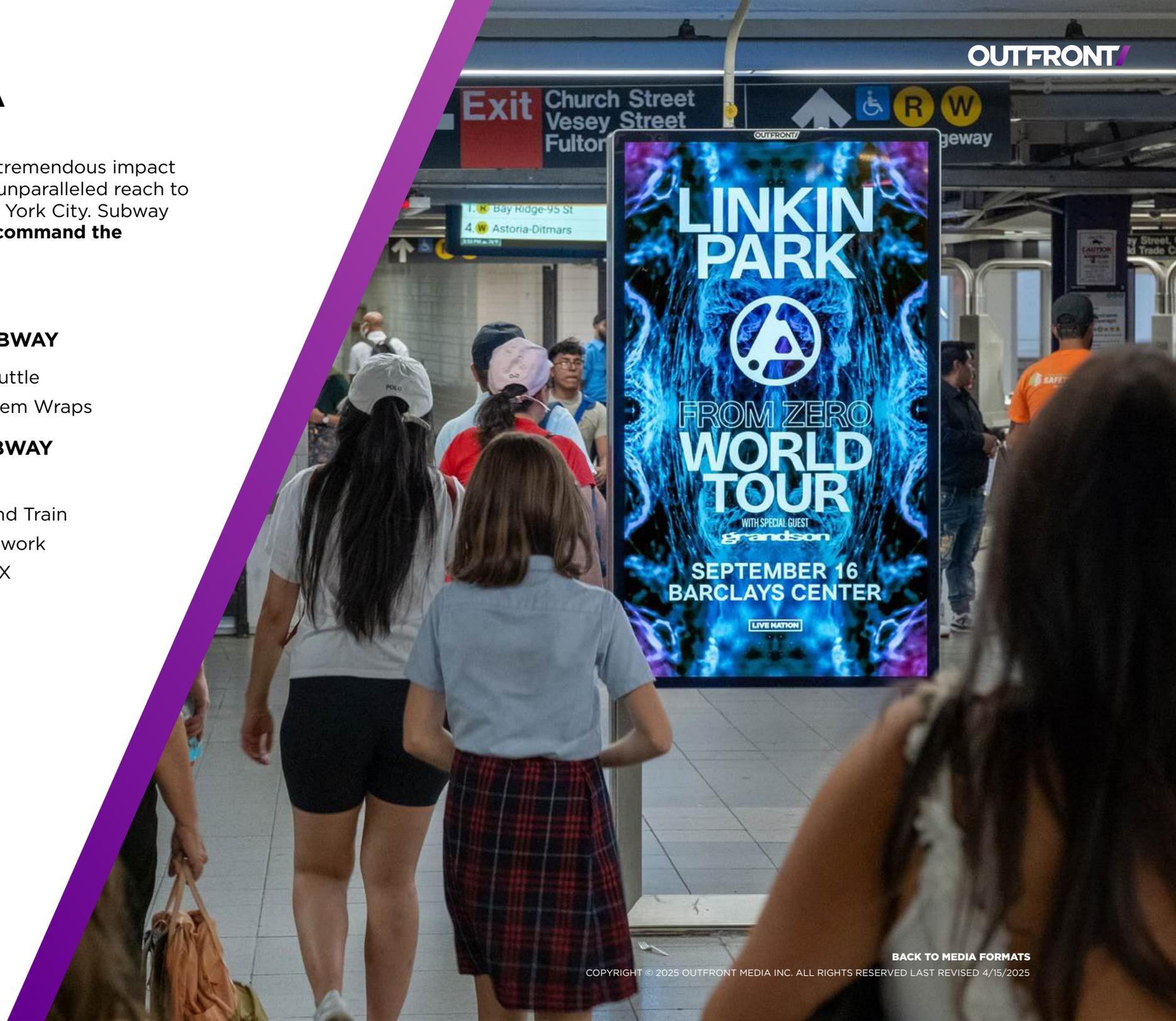
- Platform Posters
- Liveboard Network
- Times Square Digital Livescape
- Times Square Liveboard Array
- One Vanderbilt Liveboard Network
- Station Dominations
- Shelter-Sized Dioramas
- Turnstiles
- Stair Risers

EXTERIOR SUBWAY

- Wrapped Shuttle
- Subway System Wraps

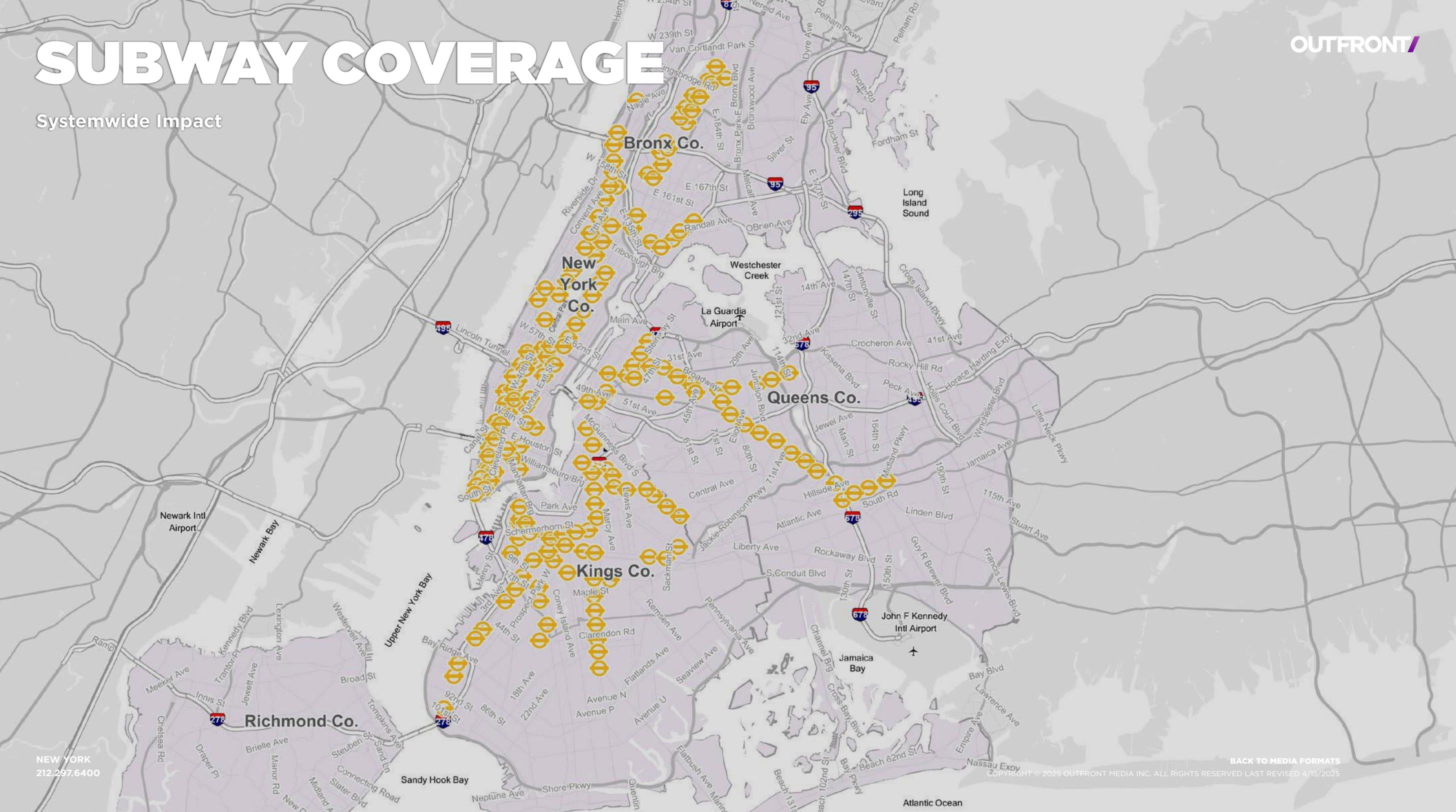
INTERIOR SUBWAY

- Car Cards
- Half Car Brand Train
- Livecard Network
- Livecard MAX



SUBWAY COVERAGE

Systemwide Impact



SUBWAY INTERIOR CARDS

Stand out among the crowd by placing your message on Interior Car Cards. **With the average commute being 30 minutes each way**, you're guaranteed to reach a captive audience as they embark on their travels. When riders look up, the first thing they'll notice are the ads placed directly above the heads of passengers.

PRODUCT INFORMATION

- 11”H x 46”W
- 11”H x 70”W
- 22”H x 21”W

COVERAGE

- Systemwide Coverage

NEW YORK
212.297.6400
SOURCE: MTA AND PROPRIETARY MOBILE DATA
MAR 2022



22”H X 21”W



11”H X 46”W

11”H X 70”W

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SUBWAY HALF BRAND TRAIN

Taking over all cards on one side of the train car allows you to display multiple messages to tell your brand story and feature **various products and services to an attentive audience.**

PRODUCT INFORMATION

- Includes all sizes:
 - 11”H x 46”W
 - 11”H x 70”W
 - 22”H x 21”W

COVERAGE

- Systemwide



SUBWAY LIVECARD NETWORK

Subway Livecards are **the perfect way to reach a mass audience**. With digital flexibility and full motion or static synchronized content, Livecards help your brand reach those commuters on the go. Whether riders are going to work, running errands, or completing daily activities, Subway Livecards ensure that your ad is seen immediately before they get to their destination.

NEW YORK
212.297.6400

PRODUCT INFORMATION

- 900 Subway Cars
- Size: 26.49" Portrait Screens
- Spot Length: 15 Seconds
- Loop Length: 180 Seconds
- Advertisers: 10 (2 Spots Reserved for the MTA)
- Hours: 24/7
- Full Motion Video/Digital Static (No Audio)

COVERAGE

- 2, 5, E, F, G, R, 4, 7, L, J, Z, M, A and Growing

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LIVECARD MAX

AN IMMERSIVE TRANSIT EXPERIENCE TO DRIVE BRAND ENGAGEMENT

Introducing **Livocard MAX**, a new emerging transit digital format brings the power of digital into transit cars providing a one-of-a-kind experience to reach on-the-go commuters, city-dwellers and tourists alike. The captivating environment provides innovative brand storytelling opportunities and enables advertisers to drive consumer engagement via OUTFRONT's new dynamic in-car digital screens.

PRODUCT INFORMATION

- 500 Subway Cars
- Size: 26.49" Portrait and 47.8" Landscape Screens
- Spot Length: 15 Seconds
- Loop Length: 180 Seconds
- Screen counts vary by rail car series
- Advertisers: 10 (2 Spots Reserved for the MTA)
- Hours: 24/7
- Full Motion Video/Digital Static (No Audio)

COVERAGE

- 2, 5, E, F, G, R, 4, 7, L, J, Z, M, A and Growing

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NEW YORK
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OUTFRONT



**CLICK HERE TO VIEW OUR
LATEST LIVECARD MAX VIDEO!**

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SUBWAY SYSTEM WRAPS

Subway System Wraps are **one of New York City's most unique and exciting media formats available**. Offering brands an incredible opportunity to completely overtake the exterior of a subway train and be the only interior presence. This larger-than-life canvas cuts through the clutter and **generates buzz across the city and on social media as they travel throughout the subway system**. Presenting advertisers with the perfect branding opportunity within one of the most desirable advertising locations in the world!

PRODUCT INFORMATION

- Exterior Wrap (No Windows) and Brand Train
- Must buy a package of 8, 10, or 11 cars.
- Must follow MTA guidelines. See AE for details.
- MTA Restrictions Apply

COVERAGE

- Systemwide

SUBWAY WRAPPED SHUTTLE

The Wrapped Shuttle offers an incredible opportunity to overtake the entire interior and exterior space of the most popular subway cars in NYC. Connecting 100,000+ riders between Grand Central Station and Times Square daily, the wraps allows advertisers unlimited artistic possibilities to spark interest and garner buzz among commuters, tourists, and locals alike.

PRODUCT INFORMATION

- 6-Car Shuttle

COVERAGE

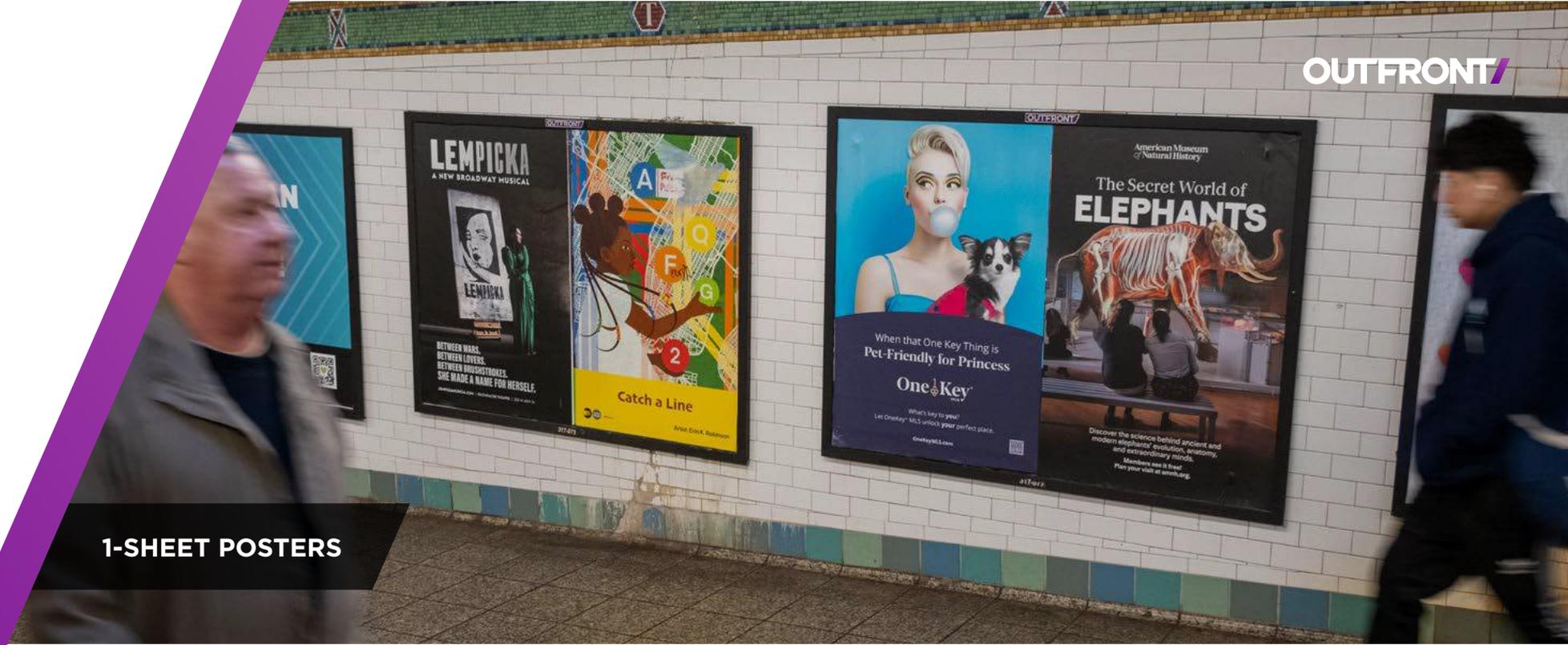
- Grand Central Station
- Times Square



SUBWAY PLATFORM POSTERS

Forge new relationships with New York's **4 million+ daily riders** through subway Platform Posters spread throughout the system. Send multiple messages to the subway's commuters at all their stopping points! Situated on the platforms and walkways throughout the "Big Apple", vibrant and detailed Platform Posters **target key demographics — both multicultural and upscale audiences.**

1-SHEET POSTERS



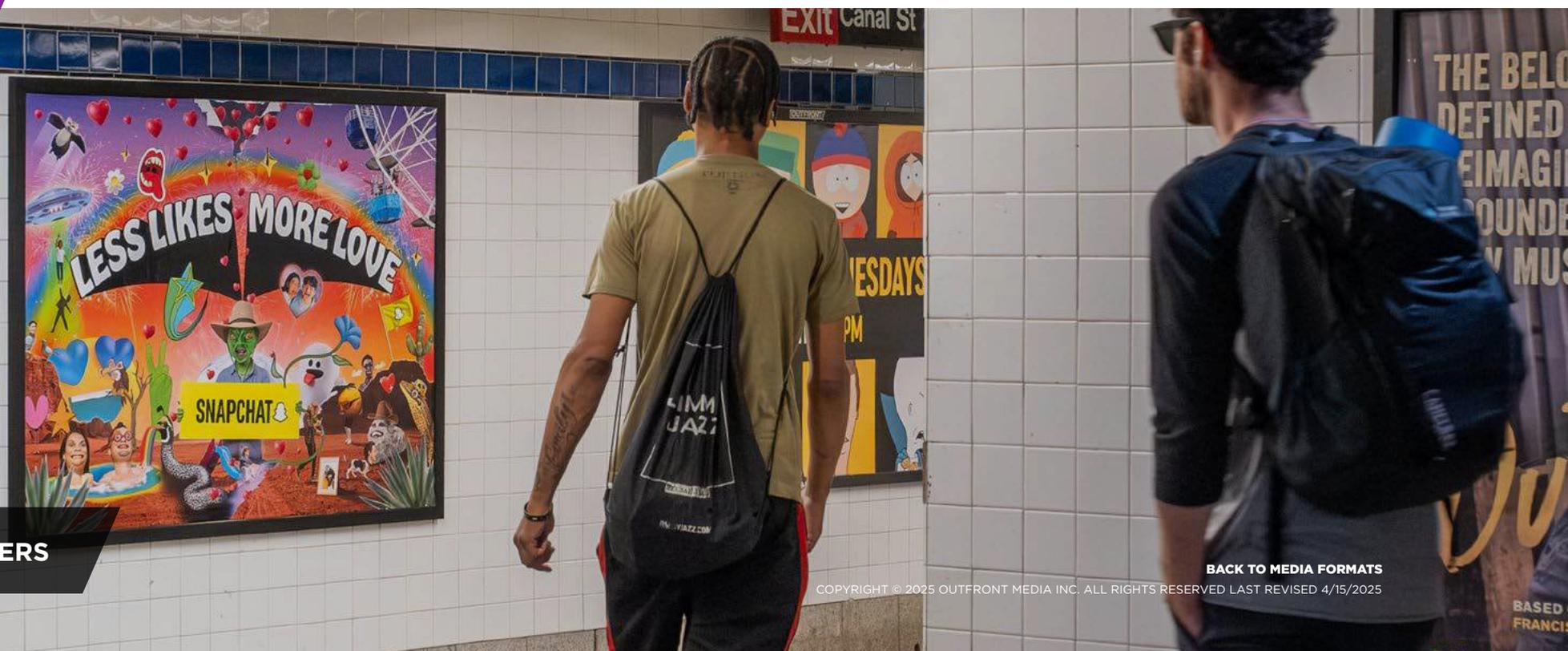
PRODUCT INFORMATION

- 1-Sheet Posters
- 2-Sheet Posters

COVERAGE

- Systemwide Coverage
- By Borough
- By Station
- African American
- Hispanic

2-SHEET POSTERS



SHELTER-SIZED DIORAMAS

Brightly illuminated backlit Shelter-Sized Dioramas **reach the commuting masses** as they enter and exit the stations. These eye-catching displays are **located in some of New York's busiest stations**.

PRODUCT INFORMATION

- Backlit
- 68.5”H x 47.5”W

COVERAGE

- Manhattan



SUBWAY LIVEBOARD NETWORK

Speak directly to New Yorkers through our emerging Liveboard Network in New York City. The impact of our Liveboards connects brands with tourists and locals alike in environments with high dwell time. Leverage full motion video to enhance your message's creative content.

PRODUCT INFORMATION

- Size: 50" & 65" Portrait Screens
- Spot Length: 5, 10, or 15 Seconds
- Loop Length: 180 Seconds
- Advertisers: 10 (2 Spots Reserved for the MTA)
- Hours: 24/7
- Full Motion Video/Digital Static (No Audio)

CURRENT TOTALS

- 3,600+ Screens
- 340+ Stations



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TIMES SQUARE DIGITAL LIVESCAPE

Reach one of the most highly trafficked subway environments located along a high traffic corridor. The **Times Square subway station is one of the most important and busiest transportation hubs in New York City**, located under the intersection of 42nd Street, Seventh Avenue and Broadway. This station features an unrivaled digital experience, making it the perfect place to target a broad demographic from tourists to commuters, to locals and office workers. Commuters can find transportation and connections within the five boroughs and surrounding areas.

NEW YORK
212.297.6400

PRODUCT INFORMATION

- 44 Screens
- Size: 65" Portrait Screens
- Spot Length: 5, 10, or 15 Seconds
- Loop Length: 180 Seconds
- Advertisers: 12
- Hours: 24/7
- Full Motion Video/Digital Static (No Audio)

COVERAGE

- Times Square Subway Station
- Port Authority Bus Terminal
- Midtown Manhattan

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TIMES SQUARE LIVEBOARD ARRAY

With Times Square being one of the most highly trafficked and important subway environments in New York City, displaying your ads in the passageway brings your brand to life. This popular travel hub is located under the intersection of 42nd Street, Seventh Avenue and Broadway and is a perfect way to target a broad demographic. The passageway features 6 digital Liveboards displayed above the heads of tourists to commuters, to locals and office workers. This immersive digital experience gives travelers something to set their eyes on as they venture off to their next destination.

NEW YORK
212.297.6400

PRODUCT INFORMATION

- 6 Screens
- Size: 50" Portrait Screens
- Spot Length: 15 Seconds
- Loop Length: 180 Seconds
- Advertisers: 12
- Hours: 24/7
- Full Motion Video/Digital Static (No Audio)

COVERAGE

- Times Square Subway Station
- Port Authority Bus Terminal
- Midtown Manhattan

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ONE VANDERBILT LIVEBOARD NETWORK

Located at the crossroads of Grand Central Terminal's main concourse and One Vanderbilt, New York City's fourth-tallest skyscraper, these digital displays reach over a million weekly commuters, professionals, and tourists.

Proximity to SUMMIT, the building's popular observation deck attracting thousands of visitors monthly, enhances the network's reach. With cutting-edge visuals and high dwell times, this premium Midtown location ensures impactful campaigns in one of the worlds busiest transit hubs.

NEW YORK
212.297.6400

PRODUCT INFORMATION

- 10 Liveboards
- -3 Triptychs and 1 Single Screens
- Size: 65" Portrait Screens
- Spot Length: 15 Seconds
- Loop Length: 180 Seconds
- Advertisers: 10
(2 Spots Reserved for the MTA)
- Full Motion Video/Static (No Audio)
- 1 Out of 11 Screens is Exclusively Static

COVERAGE

- One Vanderbilt
- Grand Central Terminal

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SUBWAY STATION DOMINATIONS

Dominate the consumer landscape at key, high traffic commuter centers. **With no other brands present, Station Dominations completely transform commuters' daily rides into a total "brand experience."** Creating a virtual exhibit that surrounds the consumer with multiple messages throughout their commute, makes this a **popular choice among advertisers looking to make an impact** within the Big Apple.

PRODUCT INFORMATION

- Media varies by station

COVERAGE

- 14th Street-Union Square Station
- 34th Street-Herald Square Station
- 34th Street-Hudson Yards Station
- 42nd Street-Bryant Park Station
- 59th Street-Columbus Circle Station
- 72nd Street & 2nd Avenue Station
- 86th Street & 2nd Avenue Station
- 116th Street Station
- 125th Street Station
- 161st Street-Yankee Stadium Station
- Broadway-Lafayette Street Station
- Delancey Street/Essex Street Station
- Fifth Avenue/53rd Street Station
- Fulton Street Station (4,5)
- Grand Central-42nd Street Station
- Grand Central Subway Lower Level
- Meatpacking District 14th/8th Avenue Station
- Prince Street Station
- Rockefeller Center 48th/49th Street Station
- Spring Street Station
- Times Square-42nd Street Station
- Wall Street Station (4,5)
- West 4th Street-Washington Square Station
- 53rd Street Station (Brooklyn)
- Atlantic Avenue-Barclays Center Station
- Bedford Avenue Station
- Jay Street-MetroTech Station
- Flushing-Main Street Station
- Jackson Heights/Roosevelt Avenue
- Mets-Willets Point Station
- East Broadway Station



TURNSTILES

Multiple points of unavoidable exposure **command the attention of New York City's 4 million+ daily subway riders** as they enter and exit stations during their daily travels. Diversify your creative messaging with multiple creatives — Turnstile ads are prime space for advertiser branding.

PRODUCT INFORMATION

- By Station
- By Borough
- *Includes non domination stations only

COVERAGE

- Systemwide Coverage



STAIR RISERS

OUTFRONT

Stair Risers are an extremely artful way to advertise with OOH, are cost effective, and maximize advertising dollars. Due to their unique creativity they also attract a following on social media with locals, tourists and commuters. OUTFRONT's Stair Risers **offer a unique opportunity to promote brand messaging**, product launches, event branding, event promotions, and sponsorships.

PRODUCT INFORMATION

— Sizes Vary

COVERAGE

— Systemwide Coverage

STEVE MADDEN

MAKEUP BY MARIO

NEW SURREALSKIN™
AWAKENING CONCEA

BUSES

BUS MEDIA

Reach a large audience with bus advertising, offering high visibility with consistent daily views. Your ad will go where the people are and will be seen by pedestrians as well as motorists. Big, bold, in your face, and yet not an obtrusive medium - it's **part of our everyday outdoor life** and offers information in a unique and powerful format. When it comes to visibility, reach and frequency, **no other media type matches this New York coverage.**

EXTERIOR BUS MEDIA

- Ultra Super Kings
- Kings
- Super King Posters
- 30x215s
- Kongs
- Tails
- The Franklin
- Queens

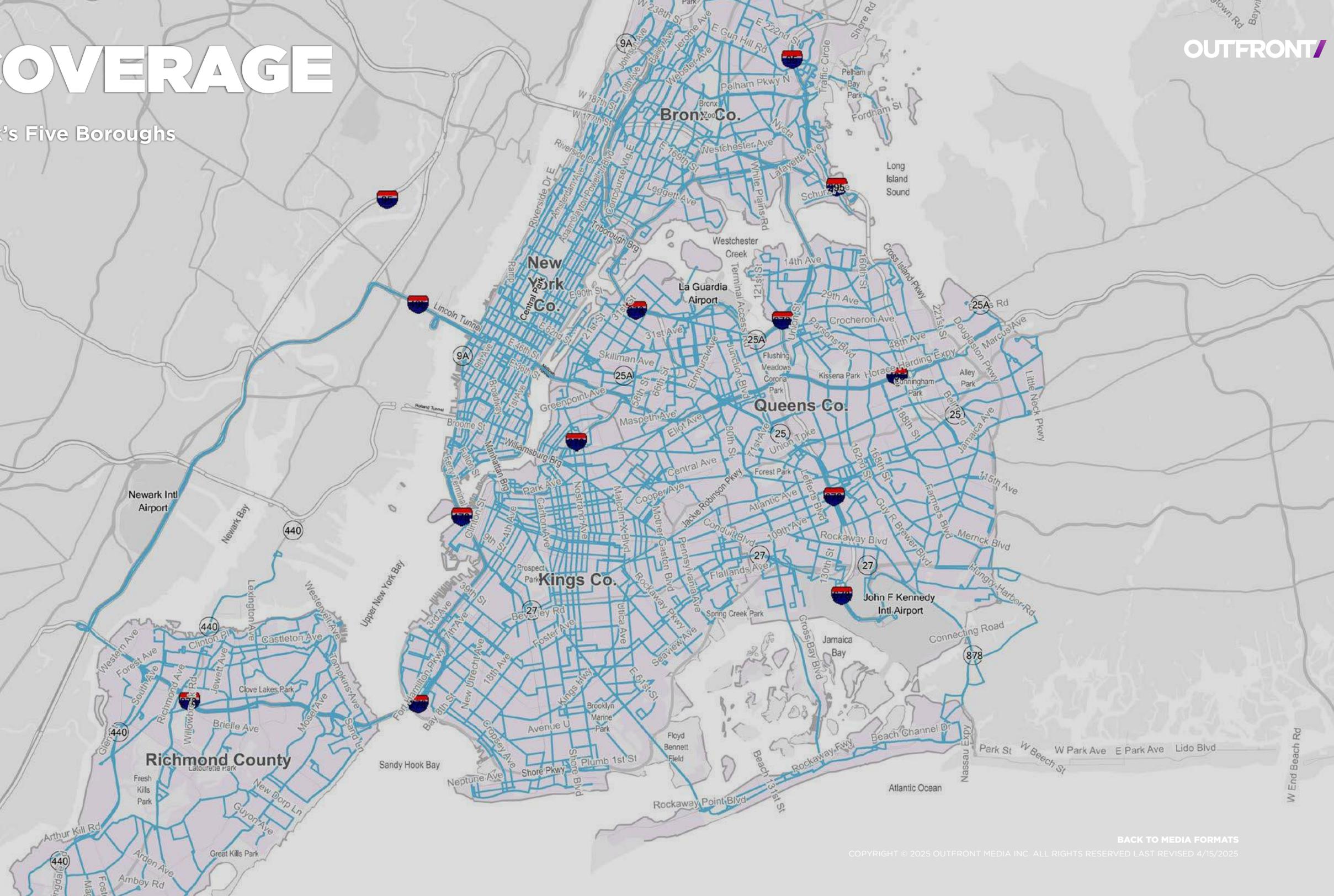
INTERIOR BUS MEDIA

- Interior Bus Cards
- Brand Buses



BUS COVERAGE

Reaching New York's Five Boroughs





ULTRA SUPER KINGS

Ultra Super Kings travel the bustling streets of New York City providing advertisers with large format “rolling billboard” **presence where traditional media is zoned out.**

PRODUCT INFORMATION

- Various Sizes

COVERAGE

- Manhattan
- Brooklyn
- Bronx
- Queens



BUS KINGS

Impact New York's most densely populated and diverse areas with Bus Kings, the **ultimate mass reach media**. Bring your ad campaign to the masses with daily exposure in a standalone environment.

PRODUCT INFORMATION

- 30”H x 144”W
- Add a Headliner and/or Extension/L-Side for more impact!

COVERAGE

- Manhattan
- Brooklyn
- Queens
- Bronx
- Staten Island



BUS KING



KING WITH HEADLINER



KING WITH EXTENSIONS

SUPER KINGS

Attract consumers with high-quality creative that covers **20 feet of exterior space** of the bus from wheel to wheel, allowing your message to **make a lasting impression**. Super Kings are the perfect medium to promote special events, promotional tie-ins and launching a new brand!

PRODUCT INFORMATION

- 30”H x 240”W
- Add a Headliner and/or Extension/L-Side for more impact!

COVERAGE

- Manhattan



SUPER KING



SUPER BUS KING WITH HEADLINER

30X215

Get the conversation started on the streets with this oversized rolling display, while generating multiple impressions from pedestrian & vehicular traffic. **Hard to miss presence** increases brand recognition and awareness amongst the always active, mobile population.

PRODUCT INFORMATION

- 30”H x 215”W
- Add a Headliner and/or L-Side for more impact!

COVERAGE

- Manhattan
- Brooklyn
- Queens
- Bronx
- Staten Island





KONGS

These “rolling billboards” are an extension of the traditional Bus Kings, offering tremendous visibility on the street. Kongs establish a **major impact on vehicular and pedestrian traffic** throughout the “Big Apple”!

PRODUCT INFORMATION

- Various Sizes
- Add a Headliner or Window Extension for more impact!

COVERAGE

- Brooklyn
- Queens
- Bronx
- Staten Island



BUS TAILS

Continuous visibility to drivers and passengers behind **buses generates lasting impressions!**

Dominate the city with **consistent exposure, high reach and frequency**. While traveling in cars or crossing the street, consumers cannot escape this ubiquitous media form.

PRODUCT INFORMATION

— 17.5”H x 50”W

COVERAGE

- Manhattan
- Brooklyn
- Queens
- Bronx
- Staten Island

THE FRANKLIN

Double panel bus tails give continuous visibility to drivers and passengers behind buses generates lasting impressions plus creative flexibility! **Dominate the city with consistent exposure, high reach and frequency.** Consumers cannot escape this ubiquitous media form with a new twist.

PRODUCT INFORMATION

- Upper Panel 22”H x 70”W
- Lower Panel 15”H x 70”W

PRODUCT INFORMATION

- Manhattan
- Brooklyn
- Queens



HEADLIGHTS

OUTFRONT

Promote your brand with this powerful media format **utilized daily on more than 3000 buses across the city!** With no other advertiser present, Headlights offer low CPM's, and allows advertisers to **cost-efficiently bring their ad campaign to the masses** with daily exposures.

PRODUCT INFORMATION

- 19.25”H x 44”W
- 17.5”H x 28.5”W

PRODUCT INFORMATION

- Manhattan
- Brooklyn
- Queens
- Bronx
- Staten Island

NEW YORK
212.297.6400



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QUEENS

Strategic placement of your ad on NYC buses gives your message unique mobility. Queens **let your message resonate** as they reach diverse demographic clusters all over the city.

PRODUCT INFORMATION

— 30”H x 88”W

COVERAGE

- Manhattan
- Bronx





INTERIOR BUS CARDS

Maximize on **long dwell time** and engage a **captive audience** with Bus Interior Cards.

Interior cards **go where the competition isn't** — directly above the heads of passengers on crowded buses.

Want more presence? Brand Buses offer advertisers the unique opportunity to **completely own the inside of the bus.**

PRODUCT INFORMATION

- 11”H x 46”W
- Brand Bus

COVERAGE

- Manhattan
- Brooklyn
- Queens
- Bronx
- Staten Island

JSX

It's about time.
Spend yours wisely.

Check in for your flight just 20 minutes
before departure from a crowd-free
private terminal at Westchester County.

Hop on  jsx.com

OUTFRONT

TIME	DESTINATION	TK	ETA
1:17	Stamford	4:04	Arrived
1:32	Grand Central	4:19	
1:47	Stamford	4:34	

To Stamford
and New Haven

Track 4

COMMUTER RAIL

WATCH THE GAP

COMMUTER RAIL MEDIA

Reach an upscale audience from communities located in and around the tristate area. Advertisers can **spend time with this affluent demographic twice a day**, multiple times a week while commuters are on the train, waiting on the platform, and walking through stations. While traveling, **commuters “take in” and identify with your brand**, putting your message front and center in a high traffic environment.

STATION MEDIA

- Platform Posters
- Platform Kiosks
- Commuter Rail Liveboard Network
- Penn Station Digital Network
- Grand Central Digital Dioramas
- Grand Central Liveboard Network
- Grand Central Shed Liveboard Network
- Grand Central Vanderbilt Hall Digital Screens
- Grand Central Madison Backlit Posters
- Grand Central Madison Liveboard Network
- Station Dominations

INTERIOR & EXTERIOR RAIL

- Interior Rail Car Cards
- Commuter Rail Livecard Network
- Interior Full Brand Train
- LIRR Cannonball Express Wrap
- Wrapped Married Pairs



INTERIOR RAIL CARDS

OUTFRONT

Commuter rail **connects suburban dwellers with the business districts 2 times a day, multiple days a week**, allowing opportunities for your message to be seen. With hard-to-miss placement, high reach and frequency, Interior Rail Cards help your message standout year round.

PRODUCT INFORMATION

— 33”H x 21”W

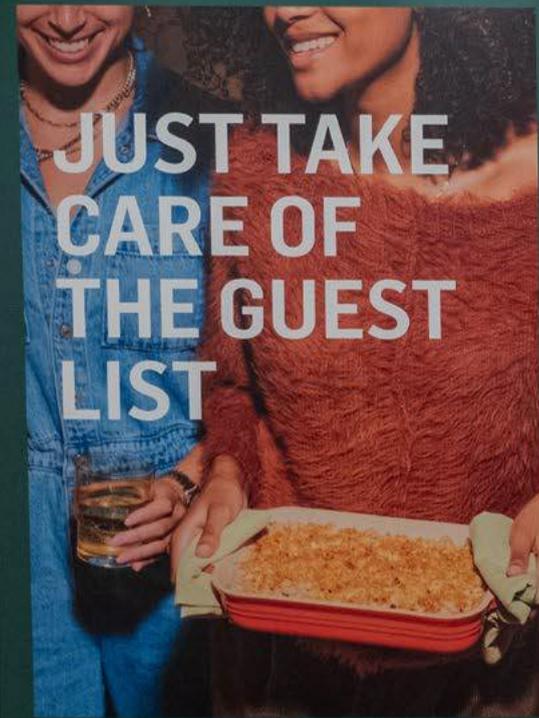
COVERAGE

- Metro-North Railroad
- Long Island Rail Road

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HOLIDAY CATERING NOW AVAILABLE
MANHATTAN • BROOKLYN • RYE • STAMFORD

DIGINN.COM

DIG.

INTERIOR FULL BRAND TRAINS

Grab the attention of a completely captive audience! **Without any other advertiser on the train car**, you have an amazing opportunity to promote your brand message to a distinctly highly educated, diverse and affluent audience.

PRODUCT INFORMATION

— 33”H x 21”W

COVERAGE

- Metro-North Railroad
- Long Island Rail Road



COMMUTER RAIL LIVECARD NETWORK

Impact affluent commuters with Rail Livecards. Get your brand in front of this hard to reach audience which spends an average of 45 minutes on the train multiple times a week.

Our Livecard network includes full motion or static, synchronized content.

NEW YORK
212.297.6400

SOURCE: MTA AND PROPRIETARY MOBILE DATA MAR 2022

PRODUCT INFORMATION

- 4 Livecards Per Car
- LIRR (400 Cars) / MNR (370 Cars)
- Size: 31.55" Portrait Screens
- Spot Length: 15 Seconds
- Loop Length: 180 Seconds
- Advertisers: 8
(4 Spots Reserved for the MTA)
- Hours: 5:30 am - 2:00 am
- Full Motion Video/Digital Static (No Audio)

COVERAGE

- Metro-North Railroad
- Long Island Rail Road

**Digital sign media referenced herein is generally displayed for a minimum guaranteed display time, with the remaining time used for maintenance when needed. Display times are subject to preemption for emergency messaging service.*

RAIL PLATFORM POSTERS

Break riders away from their surroundings in the hectic commuter environment.

Situated on the commuter rail platforms and walkways, vibrant and detailed **Platform Posters target key demographics — educated and affluent audiences.**

PRODUCT INFORMATION

- 1-Sheet Posters
- 2-Sheet Posters
- 3-Sheet Posters

COVERAGE

- Metro-North Railroad
- Long Island Rail Road

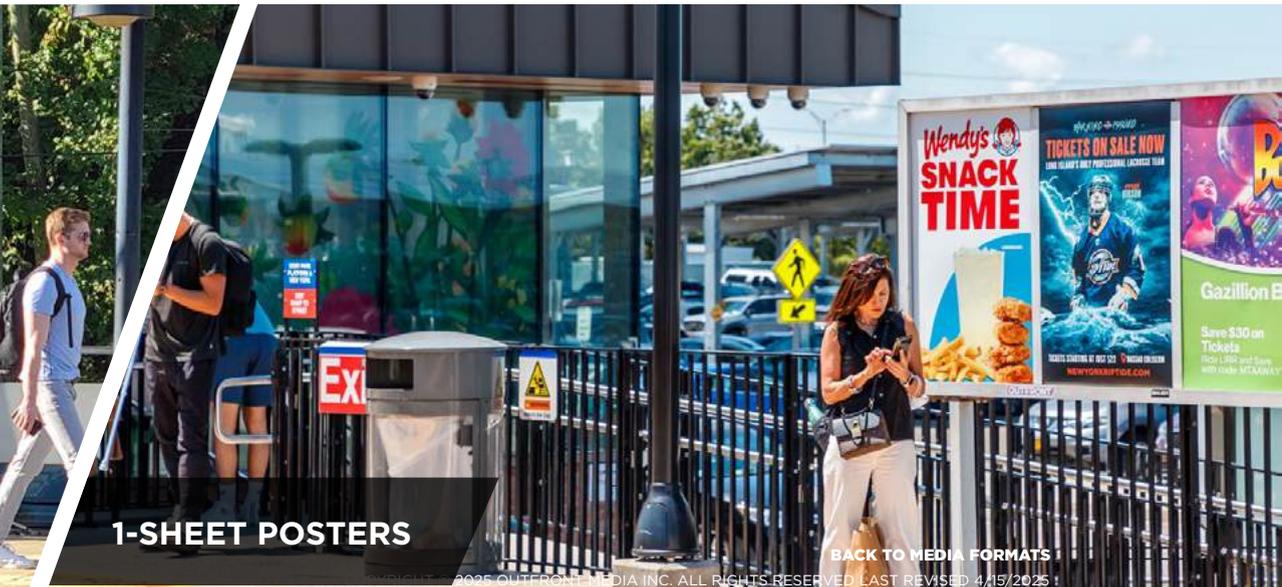
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212.297.6400



2-SHEET POSTERS



3-SHEET POSTERS



1-SHEET POSTERS

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PLATFORM KIOSKS

These highly visible Platform Kiosks **keep your message front and center** in highly trafficked boarding and waiting areas. Platform Kiosks demand attention in an otherwise hectic commuter environment.

PRODUCT INFORMATION

— 26”H x 53”W

COVERAGE

- Westchester & Connecticut
- Metro-North Railroad



COMMUTER RAIL LIVEBOARD NETWORK

Digital Platform Liveboards can be bought on a network across Metro-North railroad stations, Long Island Railroad stations, or individually. **Reach your audience on high-traffic platforms with long commuter dwell time.** Using our game changing Liveboard digital technology, brands will have the chance to engage consumers with their message like never before.

NEW YORK
212.297.6400

PRODUCT INFORMATION

- Screen Size: 55" & 65" Portrait Screens
- Spot Length: 15 Seconds
- Loop Length: 180 Seconds
- Advertisers: 10
(2 Spots Reserved for the MTA)
- Hours: 24/7
- Full Motion Video/Digital Static
(No Audio)



LONG ISLAND RAIL ROAD

- 230+ Screens
- 29 Stations

METRO-NORTH RAILROAD

- 220+ Screens
- 19 Stations

**Digital sign media referenced herein is generally displayed for a minimum guaranteed display time, with the remaining time used for maintenance when needed. Display times are subject to preemption for emergency messaging service.*

PENN STATION DIGITAL NETWORK

This 20 Liveboard Digital Advertising Network is strategically positioned near track information, providing a “built-in” audience in a hard-to-miss location. **Demand attention in one of the busiest commuter hubs in New York City.** Keep commuters actively engaged and informed of your brand as they seek information on their scheduled trains.

PRODUCT INFORMATION

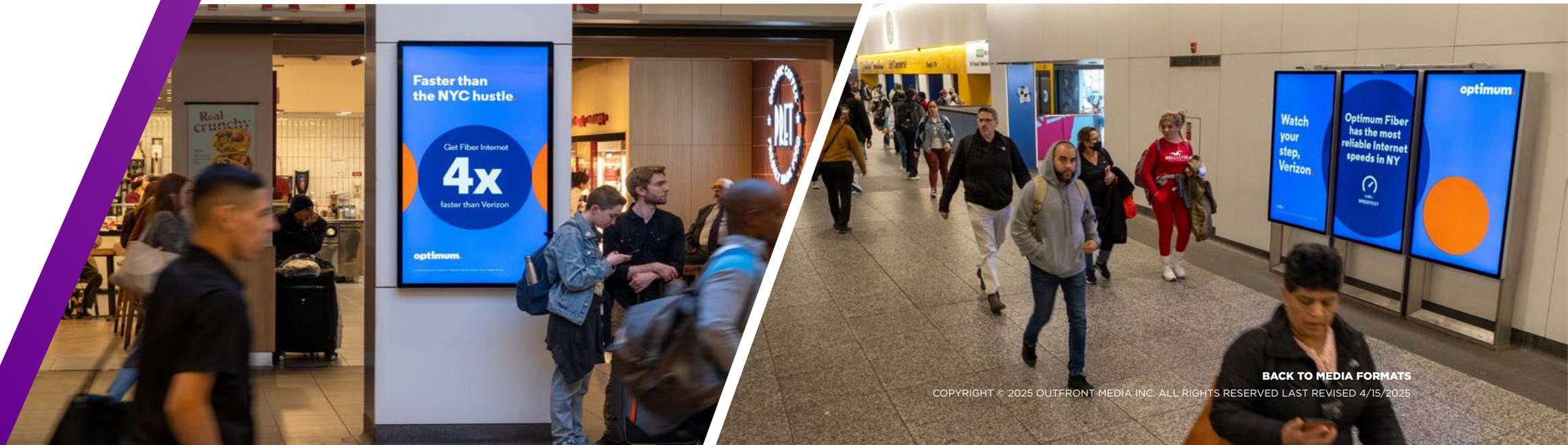
- 17 Single Liveboards & 1 Triptych
- Size: 65” Portrait Screens
- Spot Length: 15 Seconds
- Loop Length: 180 Seconds
- Advertisers: 10
(2 Spots Reserved for the MTA)
- Hours: 24/7
- Full Motion Video/Digital Static
(No Audio)

COVERAGE

- Penn Station
- Long Island Rail Road

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GRAND CENTRAL DIGITAL DIORAMAS

Grand Central, the “upscale” Times Square, boasts an affluent demographic. Over **750,000 people pass through the main rotunda daily!** It is the #6 World’s Most-Visited Tourist Attraction according to Travel & Leisure, with more business traveler traffic passing through than JFK Airport! Impossible to miss, this digital network draws attention with its impactful size and vivid displays are a sure way to **command the attention of commuters and tourists from around the world!**

NEW YORK
212.297.6400
SOURCE: TRAVEL & LEISURE AND METRO-NORTH RAILROAD (2019)

PRODUCT INFORMATION

- 4 Digital Dioramas
- Size: 101”
- Spot Length: 12 Seconds
- Loop Length: 96 Seconds
- Advertisers: 6
(2 Spots Reserved for the MTA)
- Hours: 5:30 am - 2:00 am
- Digital Static Only (No Audio)

COVERAGE

- Grand Central Terminal
- Metro-North Railroad
- Long Island Rail Road
- Grand Central Subway
- Grand Central Market

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GRAND CENTRAL LIVEBOARD NETWORK

The expansion of Grand Central Terminal's Rotunda provides a **unique opportunity for advertisers to align with a significant piece of New York City history**. All digital screens are in the high-traffic passageways surrounding the main concourse and are mounted on classic brass display walls.

NEW YORK
212.297.6400

PRODUCT INFORMATION

- 15 Screens
- Size: 50" Portrait Screens
- Spot Length: 12 Seconds
- Loop Length: 96 Seconds
- Advertisers: 6
(2 Spots Reserved for the MTA)
- Hours: 5:30 am - 2:00 am
- Digital Static Only (No Audio)

COVERAGE

- Grand Central Terminal
- Metro-North Railroad
- Long Island Rail Road
- Grand Central Market

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GRAND CENTRAL SHED LIVEBOARD NETWORK

Metro-North Railroad, the largest passenger railroad in North America, delivers daily commuters into Grand Central from the northern suburbs of NY and nearby affluent Connecticut communities. The Train Shed provides the **perfect opportunity to grab the attention of nearly 200,000 daily Metro-North riders.**

PRODUCT INFORMATION

- 86 Screens
- Size: Vary By Unit
- Spot Length: 15 Seconds
- Loop Length: 180 Seconds
- Advertisers: 10
(2 Spots Reserved for the MTA)
- Hours: 5:30am - 2:00am
- Full Motion Video/Static
(No Audio)

COVERAGE

- Grand Central Terminal
- Metro-North Railroad

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SOURCE: METRO-NORTH RAILROAD (2023)



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GRAND CENTRAL MADISON BACKLIT DIORAMAS

Catch the attention of those commuters on the go at Grand Central Madison, the new train concourse located below Grand Central Terminal. This new 700,000-square foot terminal runs alongside Madison Avenue from 43rd Street to 48th Street, giving LIRR passengers direct access to the East Side of Manhattan.

PRODUCT INFORMATION

- 7 static backlit dioramas
- Size: 61.5”H x 74.25”W

COVERAGE

- Grand Central Madison
- Long Island Rail Road



GRAND CENTRAL MADISON LIVEBOARD NETWORK

Reach New Yorkers riding the LIRR with Liveboard screens across Grand Central Madison, the new train concourse located below Grand Central Terminal. Liveboards offer advertisers endless creative opportunities for brands to engage and captivate audiences with their story. **Stop commuters in their tracks** and display your message for all to see.

PRODUCT INFORMATION

- 8 Single Liveboard Screens
- Size: 65" Portrait Screens
- Spot Length: 15 Seconds
- Loop Length: 180 Seconds
- Advertisers: 10
(2 Spots Reserved for the MTA)
- Hours: 5:30 am - 2:00 am
- Full Motion Video/Digital Static (No Audio)

COVERAGE

- Grand Central Madison
- Long Island Rail Road

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VANDERBILT HALL DIGITAL SCREENS

Grand Central's famed Vanderbilt Hall has transformed into a popular destination with over **200,000 people passing through this landmark daily**. OUTFRONT's three digital displays ensures maximum campaign visibility and cost efficiency. **Perfect to target premier corporate events and product launches, affluent commuters, and foodies** looking to grab a bite to eat at the trendy Nordic inspired food stands.

PRODUCT INFORMATION

- 2 Portrait 46" Screens
- 1 Landscape 32" Screen
- Spot Length: 8 Seconds
- Loop Length: 64 Seconds
- Advertisers: 8
- Hours: 5:30 am - 2:00 am
- Digital Static Only (No Audio)

COVERAGE

- Grand Central Terminal
- Metro-North Railroad
- Grand Central Subway
- Grand Central Market

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NEW YORK
212.297.6400

SOURCE: METRO-NORTH RAILROAD (2019)



RAIL STATION DOMINATIONS

Rail Dominations offers the **unique opportunity to completely saturate a commuter station** and make a major impact in the New York market. Special sites are strategically located in high-traffic areas throughout the rail system.

Get **unrivaled brand awareness** by creating a virtual exhibit that surrounds consumers with multiple messages throughout their commute.

PRODUCT INFORMATION

- Media varies by station

METRO-NORTH RAILROAD

- Grand Central North
- Yankee Stadium
- Stamford Station
- Greenwich Station (Saturation)

LONG ISLAND RAIL ROAD

- Citi Field
- Moynihan Train Hall

NEW YORK
212.297.6400

← GRAND CENTRAL TERMINAL

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LIRR CANNONBALL EXPRESS WRAP

Jump start the summer weekends greeting riders with the larger than life, Cannonball Express Wrap, as they depart the city for fresh air, sun, and relaxation. The Cannonball Express Wrap has the potential to reach the 7.6M+ local Long Island residents and 2M+ summer travelers as the train rides alongside major roadways and through towns.

NEW YORK
212.297.6400

SOURCE: US CENSUS, DISCOVER LONG ISLAND

PRODUCT INFORMATION

- 4 Consecutive Rail Cars
- Exterior Wrap (No Windows)
- 1 Package Available
- MTA Partnership Required
- MTA Restrictions Apply

COVERAGE

- East Hampton
- Long Island Rail Road



WRAPPED MARRIED PAIRS

Reach New York City's suburbs like never before with OUTFRONT's brand new Wrapped Married Pairs! Sold in groups of two, these massive creative canvases located along both sides of Metro-North and/or Long Island Rail Road trains travel through some of the country's wealthiest towns and can be seen from many heavily trafficked highways. Perfect for brands with larger-than-life aspirations looking to make a big statement within the highly competitive New York market.

NEW YORK
212.297.6400

PRODUCT INFORMATION

- Sold in Groups of 2
- Exterior Wrap (No Windows)
- Sizes Vary
- MTA Restrictions Apply

COVERAGE

- Metro-North Railroad
- Long Island Rail Road

trinet
PEOPLE MATTER
Benefits. Payroll. Compliance.
HR Solutions
trinet.com
Josef A. Quiñones
Founder & CEO
Mission Asset Fund

4 Bedford Park B.. 2m 4 Crown Hts-Utic.. 2m
5 Eastchester Dy 5m 4 Crown Hts-Utic.. 4m

STREET FURNITURE

Street Station
The Bronx

& Brooklyn



DIGITAL URBAN PANELS

Situated above subway entrances, Digital Urban Panels are the most **dominant and vibrant street-level displays**, allowing advertisers the opportunity to appeal to huge subway and pedestrian audiences with creative that can be changed or updated throughout the day.

PRODUCT INFORMATION

- 450+ Screens
- Size: 55" & 65" Landscape/Diagonal Screens
- Spot Length: 8 Seconds
- Loop Length: 64 Seconds
- Advertisers: 8
- Hours: 24/7*
- Static Digital Only (No Audio)

COVERAGE

- Manhattan
- Brooklyn
- Bronx
- Queens

**Digital sign media referenced herein is generally displayed for a minimum guaranteed display time, with the remaining time used for maintenance when needed. Display times are subject to preemption for emergency messaging service.*



VIDEO URBAN PANELS

Situated above subway entrances, these digital displays are the most desirable full video street-level screens in New York City! Located throughout Manhattan, Brooklyn, Queens, and the Bronx, **these “People Magnets” attract attention directly to your message when and where it is relevant** — creating perfect point-of-purchase opportunities for your brand.

PRODUCT INFORMATION

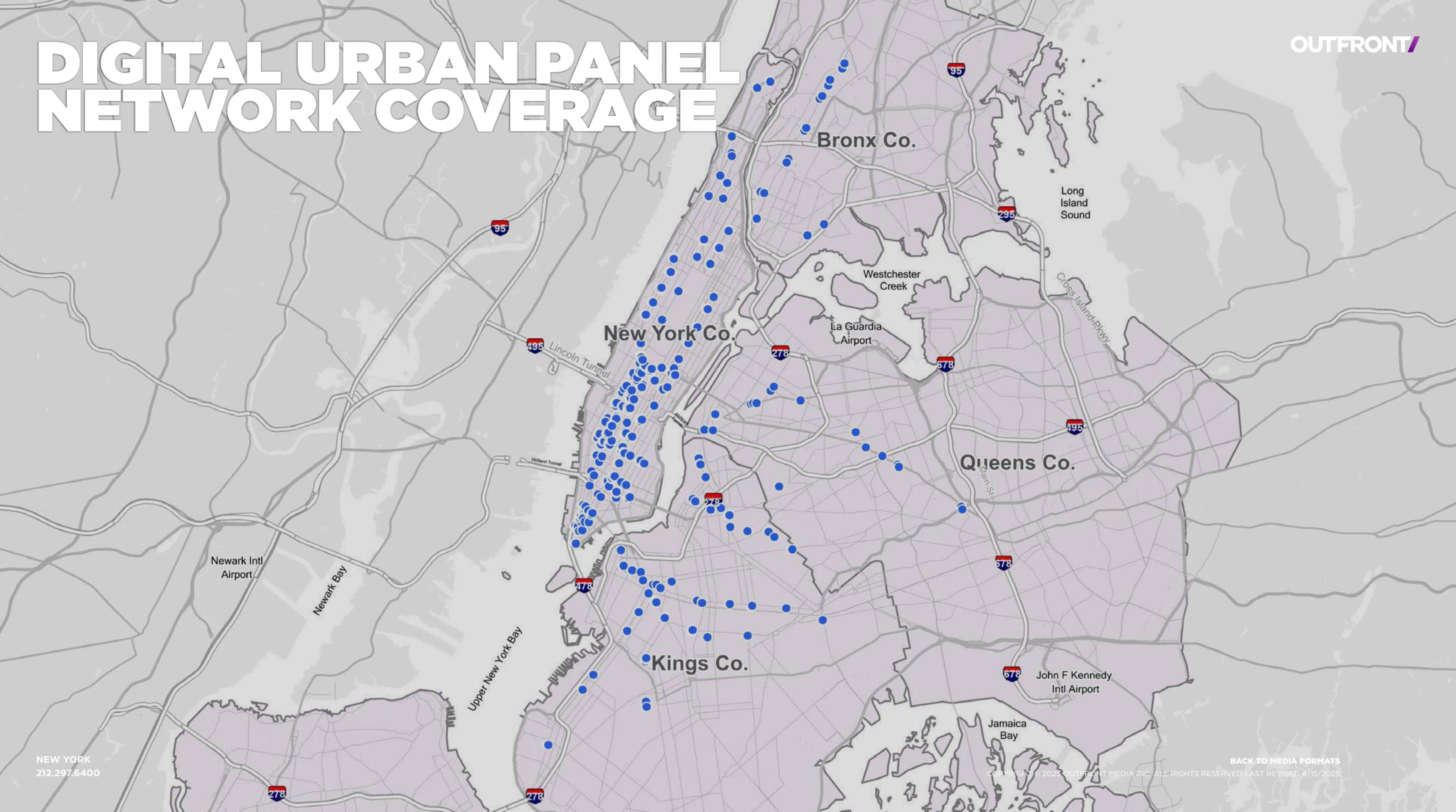
- 450+ Screens
- Size: 55” & 65” Landscape/ Diagonal Screens
- Spot Length: 5, 10, or 15 Seconds
- Loop Length: 90 Seconds
- Advertisers: 8
- Hours: 24/7*
- Full Motion Video/Static (No Audio)

COVERAGE

- Manhattan
- Brooklyn
- Bronx
- Queens

**Digital sign media referenced herein is generally displayed for a minimum guaranteed display time, with the remaining time used for maintenance when needed. Display times are subject to preemption for emergency messaging service.*

DIGITAL URBAN PANEL NETWORK COVERAGE



URBAN PANELS

Visible to subway riders, pedestrians and vehicular traffic, Urban Panels **provide your message with great reach and frequency and the opportunity to develop ultimate brand awareness.** These units are raised and cannot be blocked by pedestrians or vehicular traffic — leaving a clean line of sight for your message at all times.

PRODUCT INFORMATION

— 30”H x 60”W

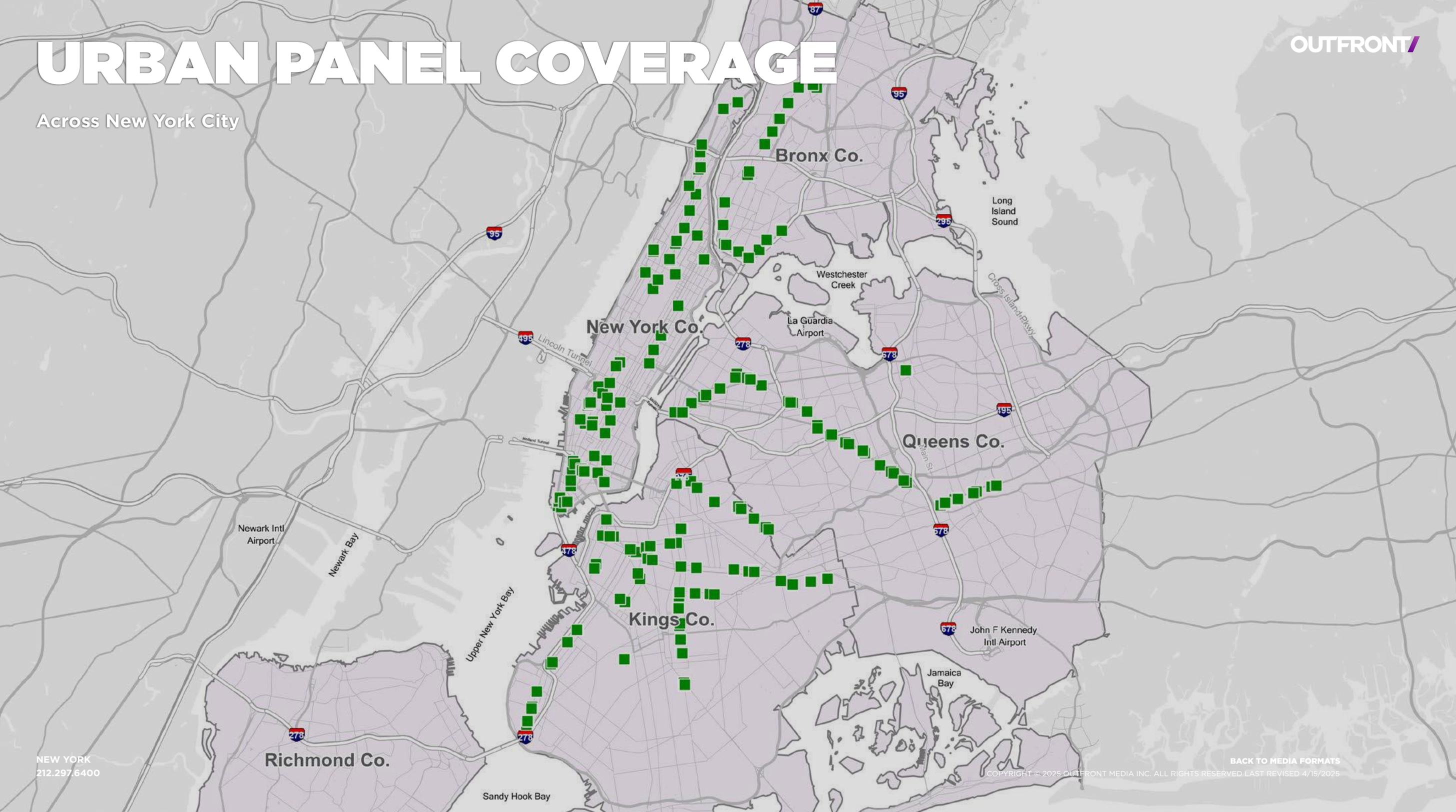
COVERAGE

- Manhattan
- Brooklyn
- Queens
- Bronx



URBAN PANEL COVERAGE

Across New York City



THE SHOPS AT COLUMBUS CIRCLE

THE SHOPS AT COLUMBUS CIRCLE: INSIDE DOMINATION

Located in the Deutsche Bank Center complex, The Shops at Columbus Circle is an upscale mall located in the upper west side. **Frequented by locals and tourists with substantial disposable income** this one of a kind location with its wide selection of world-class restaurants, shops, bars, and theater delivers an unrivaled experience where people can dine, shop, and be entertained. Perfect for advertisers looking to target an upscale and refined audience.

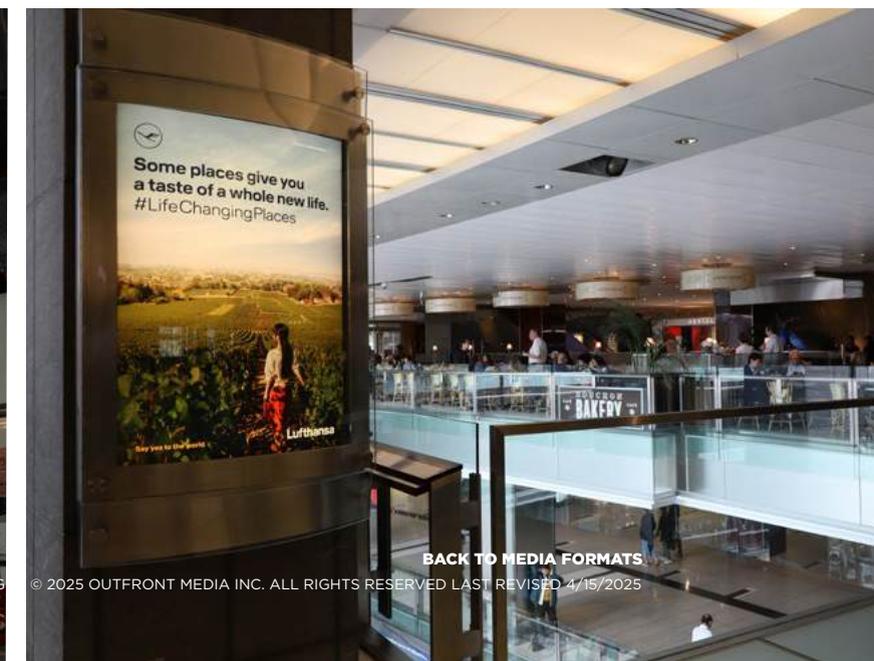
PRODUCT INFORMATION

- Great Room Banners (2 Units)
- Interior Kiosks (20 Units)
- Digital Presence (9 Screens)

COVERAGE

- Deutsche Bank Center
- Central Park
- Upper West Side

NEW YORK
212.297.6400



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THE SHOPS AT COLUMBUS CIRCLE: OUTSIDE DOMINATION

Centrally located in the **heart of one of Manhattan's five major corridors just above one of the city's busiest subway stations**, the Shops at Columbus Circle located in the Deutsche Bank Center complex is a destination of choice for locals and tourists with substantial disposable income. This trendy and vibrant area is surrounded by Central Park, Fortune 500 companies, world-class restaurants, upscale hotels and shops. **Large format displays in this area of Manhattan are rare, presenting your brand with a golden opportunity to reach a refined upscale audience** that no other vendor can provide!

PRODUCT INFORMATION

- Broadway Showcase (2 Units)
- Oversized Entrance Poster (1 Unit)
- Entrance Transparency (1 Unit)
- Elevator Wraps (2 Units)

COVERAGE

- Deutsche Bank Center
- Central Park
- Upper West Side



EAST HAMPTON AIRPORT

EAST HAMPTON AIRPORT

East Hampton Airport, the aerial gateway of eastern long island, offers an **exclusive chance for advertisers to make a resounding impact on both locals and affluent vacationers** from across the globe! With an average of 25,000 annual flights per year, East Hampton Airport's bold and eye catching venues offers a fantastic opportunity for advertisers to capture the attention of not only the very rich, but also executives, media moguls, and film stars!

PRODUCT INFORMATION

- Backlit Displays: 72"H x 48"W
- Magazine Rack: 25"H x 55.25"W
- Posters: Various Sizes



SECOND SCREEN MEDIA



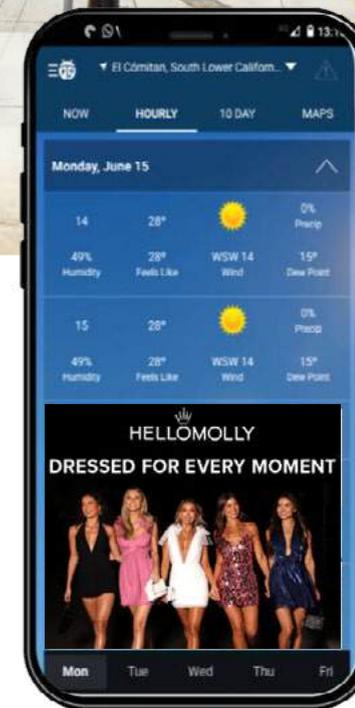
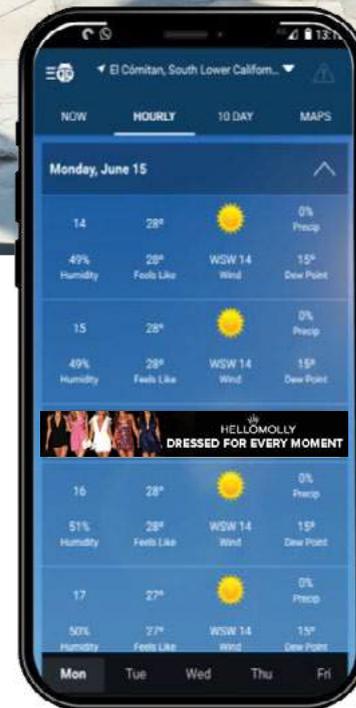
MOBILE NETWORK

Combine the power of OOH with mobile to create **new engagement opportunities** with your target audience. Targets the right users by **geofencing your OOH and strategic locations, target by behavior, then create message frequency** with this audience through retargeting. Proximity targeting technology **enables mobile ad activation for users within a geographical boundary**. These virtual perimeters are created around **real-world locations** defined as lats/longs, addresses, points of interest, zip codes, cities, DMAs, states, or nationwide.

PRODUCTS

- Proximity Targeting
- Retargeting
- Behavioral or Brand Targeting
- Transit System Audience Targeting

LOCATED IN THE TOP 50 MARKETS



SCAN OR CLICK TO LEARN MORE



LEVERAGING #sOOH FOR YOUR BRAND

There's a phenomenon of digital amplification and engagement that occurs when the right creative is placed in the right location. We call it social out of home (#sOOH).

At OUTFRONT, we're experts in setting brands and local businesses up for social success. Here's how we can help.

PRIME FOR A TIME

Throughout the year, a handful of iconic events achieve a level of cultural clout so powerful that they magnify the prestige of the area they are located and any brand advertising in that locale. **Prime for a Time** is a strategy to access OOH media to amplify awareness and elevate brand image during these cultural moments.

STUDIOS & XLABS

The right creative is the second piece of the #sOOH puzzle. STUDIOS, our award-winning in-house design agency, can help. And for brands looking to really get people talking, our XLabs team offers technologies like three-dimensional Xscape spatial creative and interactive QRad responsive content control.

INFLUENCERS

Three in ten are more likely to purchase something with a familiar influencer in an out of home ad, while four in ten would repost the ad. We can help find the right influencers to reach the audience who matters most to you.

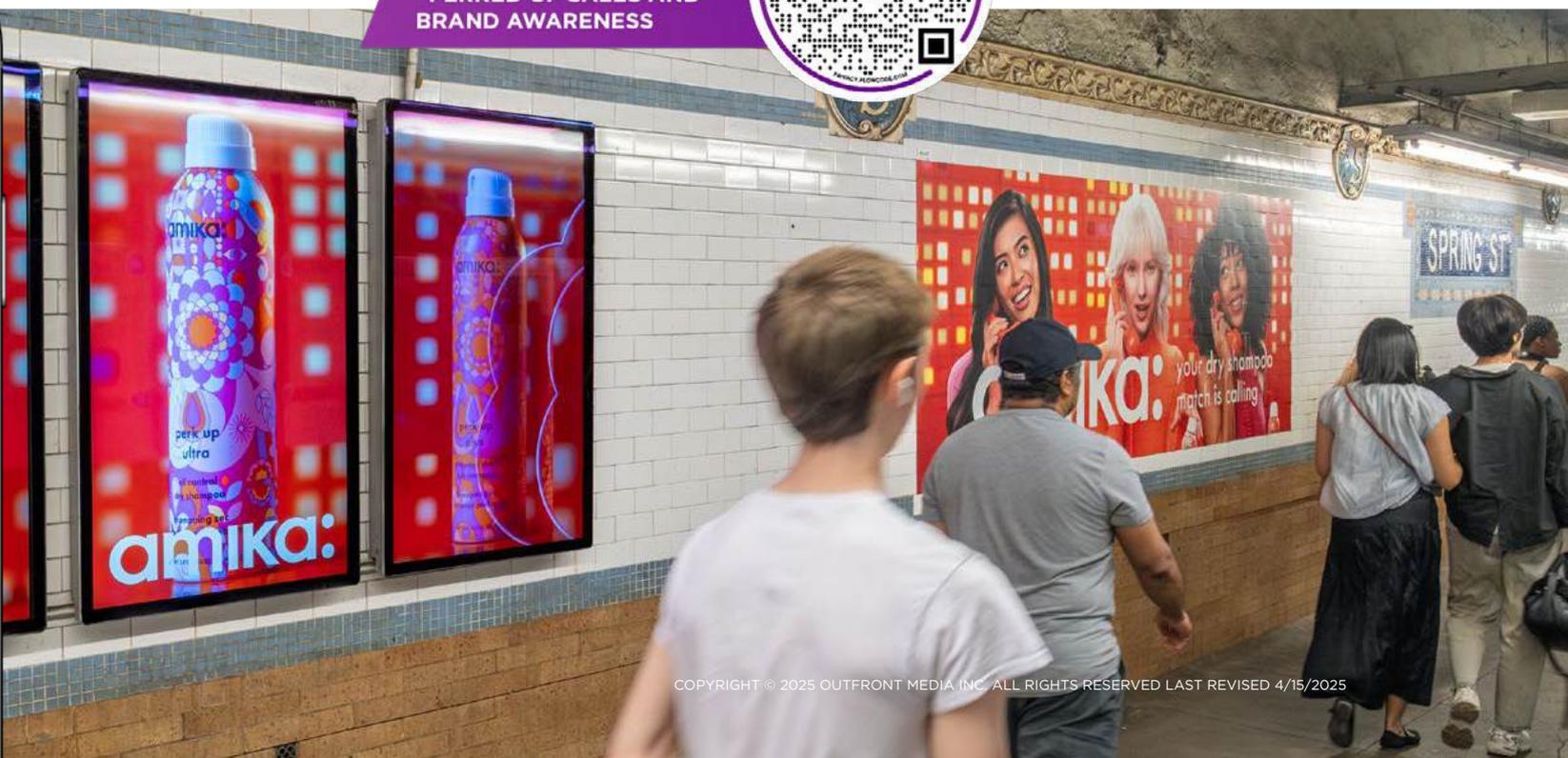
Out of home drives 7x more social posts, 5.9x more social searches, 6.5x more video posts, and 5.7x more video searches than other mediums, dollar for dollar.

SOURCES: MORNING CONSULT, 2023; COMSCORE, 2022; NUVI, 2022



OUTFRONT

SCAN OR CLICK TO READ ABOUT HOW AMIKA PERKED UP SALES AND BRAND AWARENESS



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WE GET YOU AMERICA

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