OUTFRONT

The Power to *Move*

IRL Media Across New York.

Last Revised 09/10/2026

IRL Media by OUTFRONT

We Build Brands in the Real World

THE POWER TO MOVE Hearts.
Minds.
Metrics.

Real life moves people.

It moves hearts. It moves minds. It moves culture. And it moves business.

That's the power of IRL media.

IRL media is where brands become part of people's everyday lives. It builds trust and credibility by showing up in the shared places where we live, work, play, and celebrate — **turning physical spaces into meaningful moments** that people experience, remember, and share.

It's **bold, immersive brand experiences**. Fan zones. Activations. Stadiums. Drone shows. Augmented reality. It's every opportunity for brands to show up in the real world with creativity, relevance, and impact.

At OUTFRONT, we're known for helping brands harness the power of the real world. By combining iconic media, breakthrough creative, data-driven intelligence, and innovative technology, we create IRL experiences that **build trust, shape culture, and drive measurable results**.

Because when brands show up where life happens, they don't just capture attention, they create connection. They don't just reach audiences, they move them.

That's the power to move.

The power to move hearts.
The power to move minds.
The power to move metrics.

OUTFRONT. The power to move.

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Why IRL? Why OUTFRONT?

Premium Places & Platforms

Everywhere You Want to Be.

OUTFRONT ensures that each media placement we invest in is premium. From Times Square to the Sunset Strip (and everywhere in between), our iconic inventory puts brands at the center of culture, surrounding tentpole moments like Coachella, the Super Bowl, and more. Across the top 50 markets, our network spans sought-after urban centers, busy suburban highways, and bustling transit systems that deliver attentive audiences at scale as they live their lives.

Immersive Creative

The World Is Your Canvas.

There are some things you simply can't do on a screen alone. And that's the beauty of IRL media! It's not just another rectangle. Instead, the whole environment surrounding an ad canvas can become a part of the experience. From brand activations to station dominations, from 3D props to special effects, this is the channel where imagination comes to life and people can't help but share.

Strategic Storytelling

For Brands That Think Bigger.

What does a breakthrough brand experience look like? That depends on the brand. When it comes to creating connection, there's no such thing as one-size-fits-all. Thankfully, the in-house strategists and creative experts of our Brand Solutions team bring with them fresh ideas and untapped opportunities to help advertisers of all kinds achieve their goals.

Real-Time Digital

Cutting-Edge Capabilities.

Digital out of home combines the scale and impact of IRL media with the flexibility and speed-to-market of digital marketing. Start with sophisticated audience targeting. Reach that audience with dynamic creative to maximize the impact of every impression. IRL campaigns can even incorporate future-forward elements like augmented reality, AI interactions, and shareworthy 3D creative.

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Trends Shaping IRL Media

Destination Media

Brand Experiences Worth Traveling For

The best IRL experiences aren't just seen, they're sought out. Brands are transforming media assets into destinations people visit, capture, and share, generating influence far beyond their physical footprint.

Examples: **Immersive installations, iconic takeovers, experiential billboards, branded public spaces**

Amplifying Voices & Moments

Media That Moves With Culture

IRL media connects brands to the moments, communities, and passions already shaping culture. From sporting events and music festivals to creators and fandoms, brands participate in a way that feels authentic, organic, and fun - rather than intrusive or unearned.

Examples: **Sports moments, fan activations, concert and festival takeovers, creator-led experiences**

Breaking The Board

Creativity Without Boundaries

Most advertising formats are containers for creativity. But when an idea is too big to fit in a box, that's when IRL media really stands out. Through 3D creative, architectural integrations, and physical storytelling, the medium becomes part of the message. Showstopping and widely shared.

Examples: **3D billboards, custom extensions, building wraps, installations, environmental takeovers**

Interactive IRL

Where Audiences Become Participants

Advertising is no longer a one-way experience. Interactive IRL is a real-world portal to a brand's digital world. Through technology and real-time engagement, audiences can interact with, personalize, and influence what unfolds around them.

Examples: **AR activations, QR experiences, AI-powered interactions, real-time personalization**

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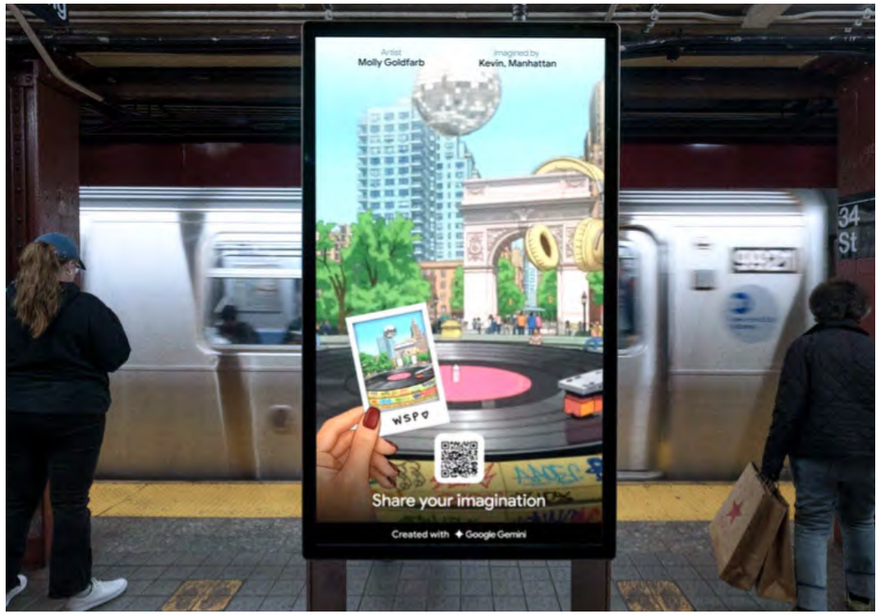
Interactive IRL **Experiences**

Our **Interactive IRL** experiences include:

- **OUTFRONT XTend,** geospatial data-powered augmented reality experiences that transform the real world into a brand's playground
- **OUTFRONT QRad,** responsive QR codes that let an ad's viewers control its content
- **OUTFRONT XScape,** 3D digital creative that leaps off the screen and onto your social media feed.
- **OUTFRONT XPress,** dynamic digital out of home creative that delivers real-time relevance
- **Crowd Created,** a live Snapchat AR experience that marries IRL media with augmented reality to project visitors onto billboards in real time.



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IRL Media
Builds Trust

It's getting harder every day to trust what you see. In these artificial times, people hunger for the real, and IRL media delivers. Its physical presence communicates what pixels alone cannot: that you are for real, that you're serious about what you do and that you're committed to the communities you serve.

IRL media is the **most trusted (72%)** and the **most credible (75%)** of all media formats.

Four in ten view brands advertising in real life as **a signal of confidence and legitimacy.**

That's why including IRL media in a media plan **boosts trust for 53%**.

Source: Kantar/OUTFRONT, 2026

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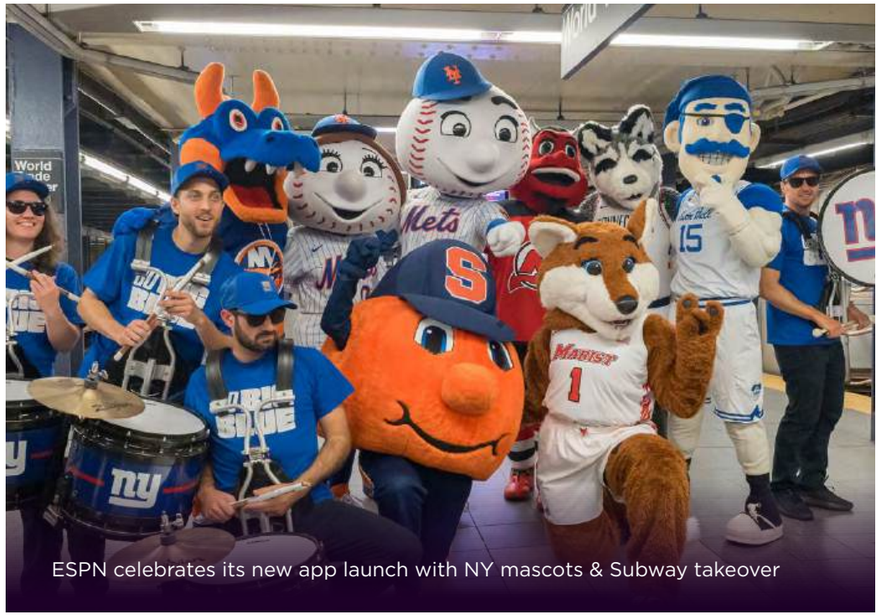
IRL Media
Shapes Culture

When was the last time you saw a banner ad on your Instagram feed? Probably never.

Most ads stay where you put them. But IRL media is bigger than the canvases that contain it. From innovative creative to immersive activations, this is a channel meant for mainstream crossover and viral reach. No other medium puts brands closer to the beating heart of cultural touchstones like music festivals and sporting events.

Jay-Z celebrates the 30th anniversary of his debut album on the NYC Subway



ESPN celebrates its new app launch with NY mascots & Subway takeover

New York Knicks fans sought out this blue-and-orange subway entrance

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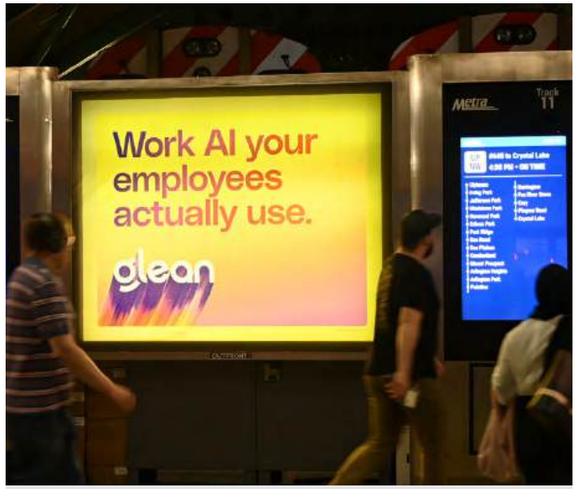
IRL Media Drives Results

No matter the goal, IRL media delivers measurable brand and business outcomes. It's so much more than a brand awareness supercharger. Savvy agencies and media buyers also use billboards and transit media to launch products, amplify messages, convert customers, and sustain brands.



Launch

There's no better way to introduce yourself to the world than an IRL ad campaign. Because when you do, the whole world takes notice. Tell your brand story in real life, see it resonate, and watch your customers find you.

+36%

Average Brand Awareness Lift (Unaided)

Amplify

It drives 7x the social engagement per dollar and raises the ROAS for every media format it's paired with, especially for big events like the Super Bowl. IRL media seamlessly connects the omnichannel buyer's journey.

+20%

Average Consideration Lift

Convert

IRL media drives results where they matter most: on the bottom line. Whether what success means to you is app downloads, foot traffic, or sales, IRL formats deliver business impact that you can measure.

+216%

Average Footfall Lift

Sustain

Even the oldest, biggest, best-known brands in the world advertise in real life. Why? IRL advertising protects their position by helping brands stay present, relevant, and top-of-mind for when it's time to buy.

+26%

Average Brand Opinion Lift

Sources: Comscore, OUTFRONT benchmarks based on attribution studies from 2019-2026. Results represent average measured campaign outcomes and are specific to the campaigns studied.

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Of course, the results of any case study are specific to its facts. We can't guarantee that any other campaign will drive similar results, including increased traffic, end-user activity (clickthrough or secondary action rates), or revenue.

Measurement Solutions

Footfall

The power to move feet. Did someone see the ad, and then visit the advertiser's physical location? That's the question answered by footfall studies. Popular with QSRs, auto dealers, and retailers.

Average measured lift: +216%

Sales Lift

The power to move merchandise. Did the campaign improve sales? Whether online or in-store, IRL media can make a direct, measurable impact on the bottom line. Popular among CPG and pharma brands.

Brand Lift

The power to move hearts. Did your IRL campaign make your brand more beloved? We can measure critical KPIs like awareness, consideration, intent, and brand affinity.

Average measured lifts: +36% unaided brand awareness, +26% brand opinion, +20% consideration, +21% purchase intent

Tune-In

The power to move eyes. Were those who saw the ads more likely to watch the show advertised? IRL media can lift viewership for both streaming and broadcast television.

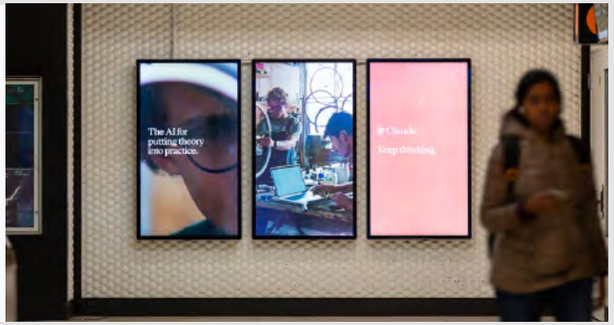
Website Visitation

The power to move minds. Did the campaign increase web traffic? IRL media creates the curiosity that powers search and social engagement - and improves mobile CTRs too.

Average measured lift: +176%

App Download

The power to move charts. Did the ads drive app downloads and in-app activity? IRL media establishes digital-first brands in the real world, offering the most direct pathway from real-world interest to the App Store.



Sources: Comscore, 2022; OUTFRONT benchmarks based on attribution studies from 2019-2026. Results represent average measured campaign outcomes and are specific to the campaigns studied.

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Of course, the results of any case study are specific to its facts. We can't guarantee that any other campaign will drive similar results, including increased traffic, end-user activity (clickthrough or secondary action rates), or revenue.

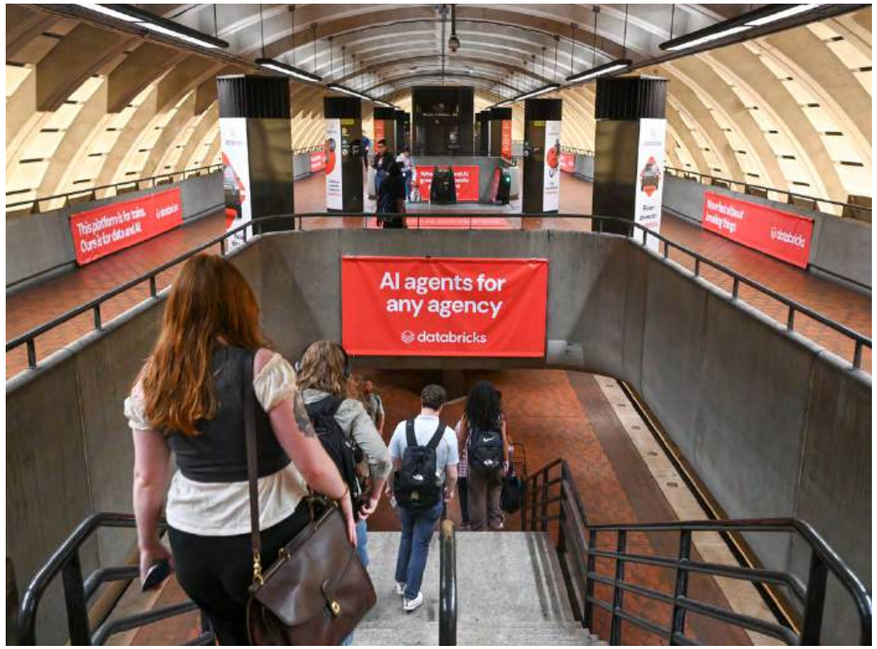
IRL Media Is First Impression, Then Force Multiplier

IRL is the secret sauce that makes everything taste better. It serves as a force multiplier, maximizing the ROI out of any ad format it's paired with. IRL media creates the curiosity that makes consumers take the next step.

High favorability means a good first impression when consumers encounter an ad in real life. Then, when the campaign retargets the consumer digitally, they recognize the advertiser, remember that first IRL impression, and thus are more likely to engage.

Last-touch attribution models understate IRL media's impact - but when it's measured, it's unmissable.

Adding IRL media to a TV campaign makes it **61% more likely to improve customer acquisition, 34% more likely to improve market share, and 23% more likely to improve profit***.



IRL Media Exposure Precedes Social

94%

of the Time When Both Are Observed

Campaigns Combining IRL & Social Are

275%

More Likely to Increase Customer Loyalty or Market Share*

IRL Media Exposure Precedes Search

96%

of the Time When Both Are Observed

Campaigns Combining IRL & Search Are

80%

More Likely to Drive Successful Business or Brand Outcomes*

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* Compared to campaigns with no IRL media component
Sources: Kochava, 2026, Rapport/IPA Databank/Peter Field, 2025

Massive Scale **Across the Top 50 Markets**

	Market	CBSA Population	Billboards	Wallscapes	Posters & Jr. Posters	Subway & Commuter Rail	Buses	Street Furniture	Specialty	Lifestyle Centers
1	New York-Newark et al, NY-NJ	16,128,606	● ■	●	● ■	● ■ ▲	●	● ■	● ■	
2	Los Angeles-Long Beach et al, CA	10,360,462	● ■	● ■	●		● ▲	● ■ ▲	● ■	
3	Chicago-Naperville-Elgin, IL-IN	7,547,466	● ■	●	● ■	● ■ ▲			● ■	● ■
4	Dallas-Fort Worth-Arlington, TX	6,614,898	● ■	●				●	■	● ■
5	Houston et al, TX	6,101,614	● ■	●				● ■		● ■
6	Miami-Fort Lauderdale et al, FL	5,153,921	● ■	● ■		● ■ ▲	● ▲	● ■ ▲	● ■ ▲	
7	Atlanta-Sandy Springs et al, GA	5,113,044	● ■		● ■					
8	Washington et al, DC-VA-MD-WV	5,095,432	●	●		● ■ ▲	● ▲			
9	Philadelphia et al, PA-NJ-DE-MD	5,032,603	● ■	●						
10	Phoenix-Mesa-Chandler, AZ	4,180,765	● ■		● ■	● ▲		●	●	
11	Boston-Cambridge-Newton, MA-NH	4,103,467	● ■	●	●	● ■ ▲	● ▲	■	●	
12	San Francisco-Oakland et al, CA	3,794,034	● ■	●	●	● ■ ▲	● ▲	●		
13	Riverside et al, CA	3,684,440	● ■		●				■	
14	Detroit-Warren-Dearborn, MI	3,475,763	● ■	●	●					
15	Seattle-Tacoma-Bellevue, WA	3,367,666	● ■							
16	Minneapolis et al, MN-WI	2,976,856	● ■	●	●			●	● ■	
17	Tampa-St. Petersburg et al, FL	2,806,297	● ■		●				● ■	
18	San Diego et al, CA	2,639,755	● ■	●	●				● ■	
19	Denver-Aurora-Centennial, CO	2,490,262	● ■	●	●					

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● Media available ■ Digital media available ▲ Wrapped media available
Mobile, social, CTT/OTV, drone shows, and experiential available nationwide. Top 50 markets based on OUTFRONT inventory and population count.
Source: Claritas LLC (2027 Update)

Massive Scale **Across the Top 50 Markets**

	Market	CBSA Population	Billboards	Wallscapes	Posters & Jr. Posters	Subway & Commuter Rail	Buses	Street Furniture	Specialty	Lifestyle Centers
20	Orlando-Kissimmee-Sanford, FL	2,403,860	● ■		■	■				
21	Baltimore-Columbia-Towson, MD	2,246,467	●							
22	St. Louis, MO-IL	2,229,494	● ■	●	● ■					
23	San Antonio-New Braunfels, TX	2,203,389	● ■							
24	Portland-Vancouver et al, OR-WA	2,064,259	● ■	●	● ■					
25	Sacramento-Roseville-Folsom, CA	1,972,293	● ■		● ■					
26	Pittsburgh, PA	1,968,108	● ■							
27	Las Vegas et al, NV	1,926,689	● ■				● ▲	● ■ ▲	● ■	
28	Cincinnati, OH-KY-IN	1,811,187	●							
29	Kansas City, MO-KS	1,774,249	● ■		●					
30	Columbus, OH	1,757,702	● ■	●	■			●		
31	Nashville-Davidson et al, TN	1,748,399	● ■							
32	Cleveland, OH	1,728,756	● ■	●						
33	Indianapolis et al, IN	1,713,127	● ■	●					● ■	● ■
34	San Jose-Sunnyvale et al, CA	1,615,950	● ■		● ■	● ■ ▲	● ▲	■		
35	Jacksonville, FL	1,440,073	● ■							
36	Virginia Beach et al, VA-NC	1,416,481	●							
37	Providence-Warwick, RI-MA	1,393,961	● ■							
38	Raleigh-Cary, NC	1,284,649	●							

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● Media available ■ Digital media available ▲ Wrapped media available
Mobile, social, CTT/OTV, drone shows, and experiential available nationwide. Top 50 markets based on OUTFRONT inventory and population count.
Source: Claritas LLC (2027 Update)

Massive Scale **Across the Top 50 Markets**

	Market	CBSA Population	Billboards	Wallscapes	Posters & Jr. Posters	Subway & Commuter Rail	Buses	Street Furniture	Specialty	Lifestyle Centers
39	Richmond, VA	1,120,169	●							
40	Louisville et al, KY-IN	1,105,253	● ■		●			● ■	● ■	● ■
41	Memphis, TN-MS-AR	1,014,919	● ■							
42	Hartford-West Hartford et al, CT	953,356	● ■		● ■	●				
43	Buffalo-Cheektowaga, NY	932,254	●							
44	Grand Rapids et al, MI	930,276	● ■		● ■					
45	Fresno, CA	896,846	● ■		● ■					
46	Rochester, NY	855,938	●							
47	Bridgeport-Stamford-Danbury, CT	776,895	● ■			●				
48	New Orleans-Metairie, LA	759,748	● ■	● ■	● ■					
49	Albany-Schenectady-Troy, NY	754,695	●							
50	Worcester, MA	717,301	●							

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Mobile, social, CTT/OTV, drone shows, and experiential available nationwide. Top 50 markets based on OUTFRONT inventory and population count.
Source: Claritas LLC (2027 Update)

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YOUR BRAND, Our Canvases.

IRL Media Across New York.

America's Most Influential Market

The New York DMA is the **#1 media market in the U.S. and one of the world's most influential regions**. As a global center of finance, culture, technology, and media, New York shapes trends daily. With 19+ million people, i**t offers unmatched density, movement, and diversity, supported by one of the world's busiest transit networks**. Paired with iconic corridors like Times Square, Midtown, Penn District, and Lower Manhattan, NYC stands as the highest-impact real-world advertising environment in the country.

Why New York?

America's Largest City

New York City is the most populous city in the U.S., with 8.3+ million residents and the nation's densest concentration of consumers.

World's Largest City Economy

New York City is the largest metropolitan economy on Earth, generating $2+ trillion in annual GDP.

The Nation's Most Powerful Commuter Market

NYC is home to the largest public transit system in North America, driving millions of daily trips across subway, rail, and pedestrian corridors.

The Most Diverse City on Earth

Over 200 languages are spoken in New York City, making it the most linguistically and culturally diverse city in the world.

The Global Capital of Media, Finance & Culture

NYC is the headquarters for global brands, major media networks, financial institutions, and creative industries, shaping trends that influence the world.

SCAN OR CLICK TO THE NY MARKET PAGE

SOURCE: U.S. Bureau of Economic Analysis; New York City Economic Development Corporation; NYC Comptroller's Office; Organisation for Economic Co-operation and Development, Global Financial Centres Index

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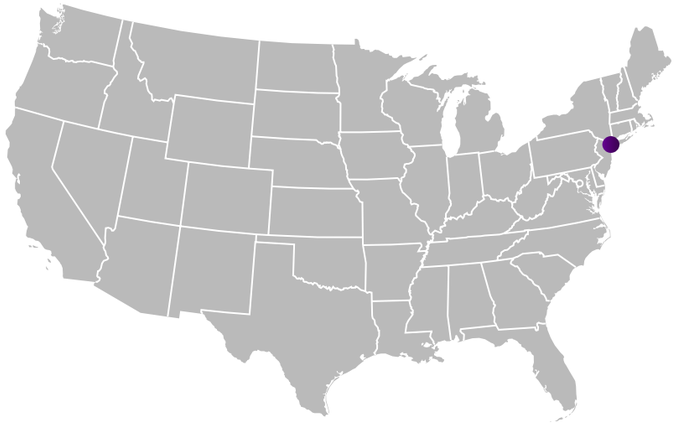
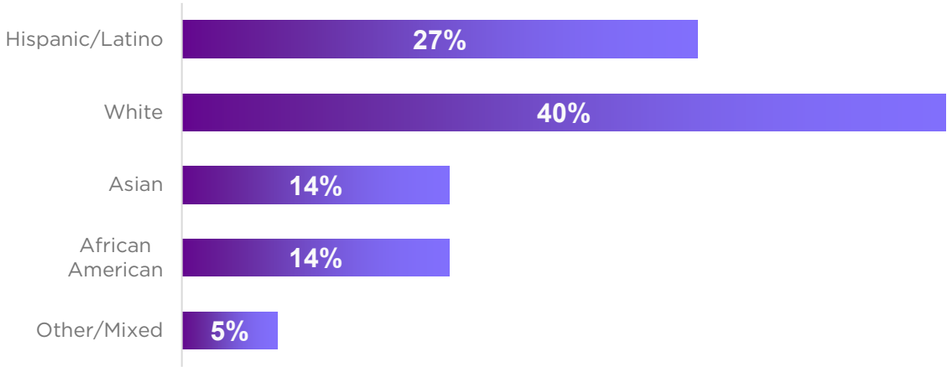
New York

Profile



16.1 Million CBSA



45%
College Degree or Higher

89 Mi
Total Miles Traveled Past Week

67%
White-Collar Occupation

51%
Female

39 Min
Time Spent Traveling To & From Work Each Day

15%
Blue-Collar Occupation

49%
Male

52%
Drive Alone or Carpooled

61%
Employed

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Source: Claritas LLC, 2027. Scarborough Data Market/Release, New York, NY, 2026 Release 1.
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Billboards

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Bulletins

Large-format roadside media built for long-term visibility across New York.

Static bulletins deliver bold, consistent brand presence along heavily traveled roadways and key commuter corridors throughout the New York market. With large-format creative, extended campaign exposure, and high-impact placement, static bulletins are built to keep brands visible to drivers, passengers, and surrounding communities day after day.

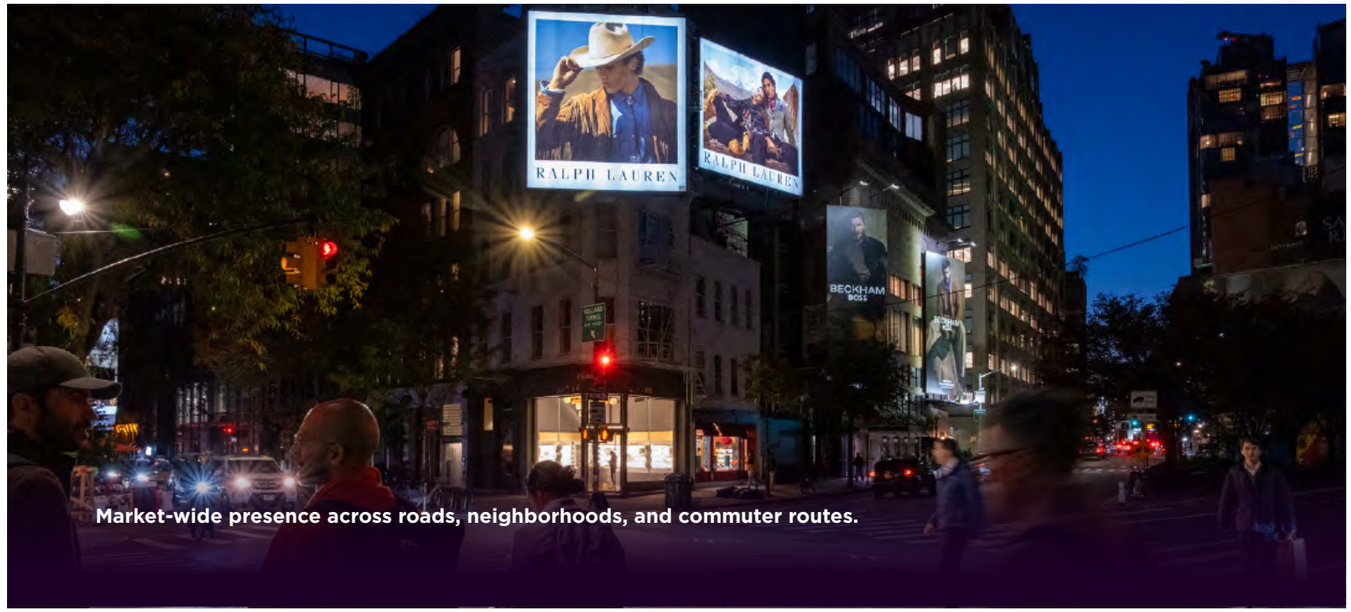
Product Information

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

Coverage

- See map for complete coverage

Large-format visibility along high-traffic corridors.



Market-wide presence across roads, neighborhoods, and commuter routes.

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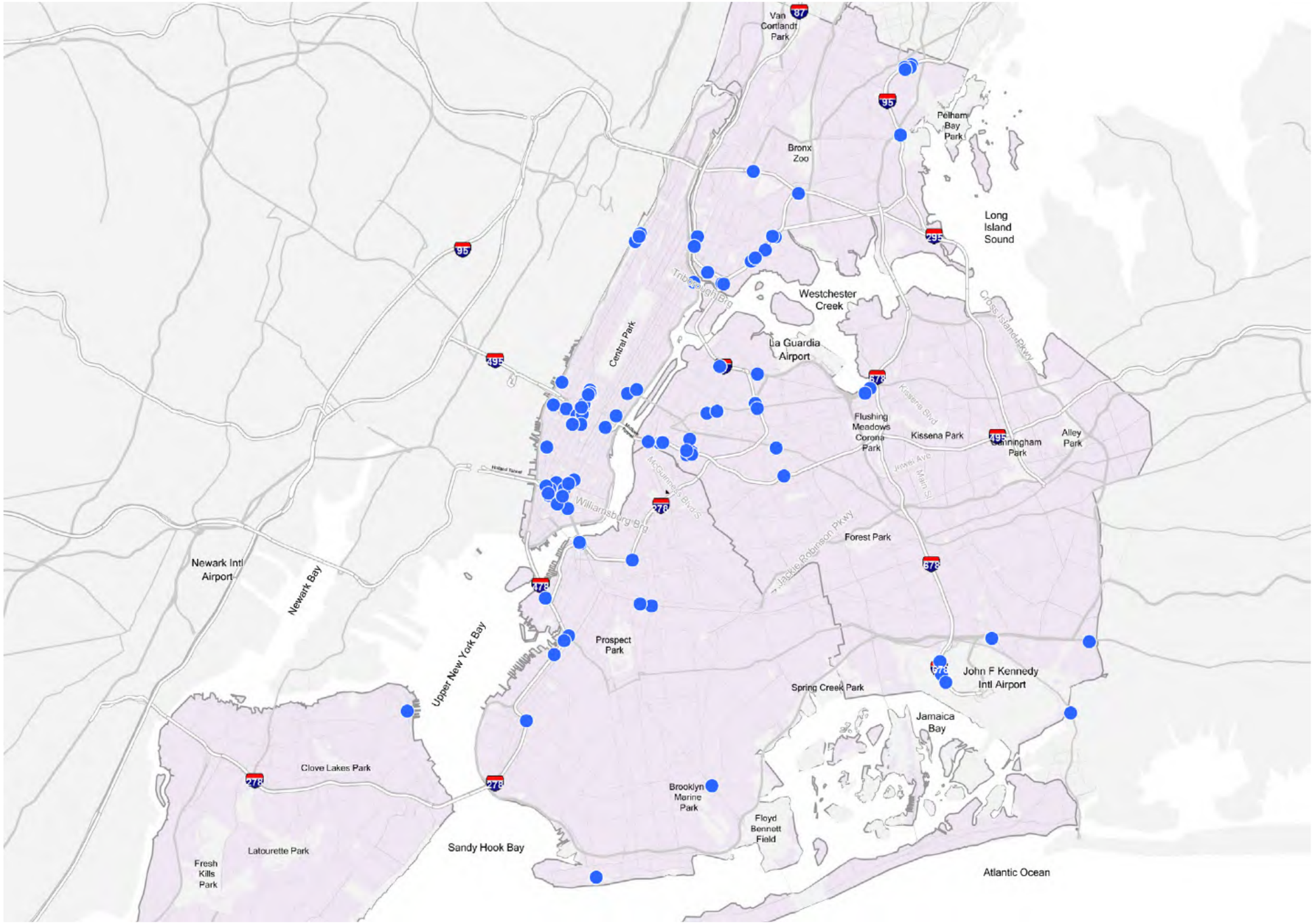
Bulletin Coverage

Across New York

Strategically placed bulletins provide high impact visibility across the New York market, connecting brands with audiences throughout key neighborhoods, commuter corridors and major gateways.



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Digital Bulletin Network

High-impact digital roadside media built for flexible, timely messaging across New York.

Digital Bulletin Network combines the scale of roadside media with the speed and flexibility of digital execution. Campaigns can rotate creative, refresh messaging, and align with timely moments such as daypart, weather, events, sports, or market conditions. Positioned along key commuter routes and high-traffic corridors, the network helps brands stay visible, relevant, and responsive throughout the campaign.

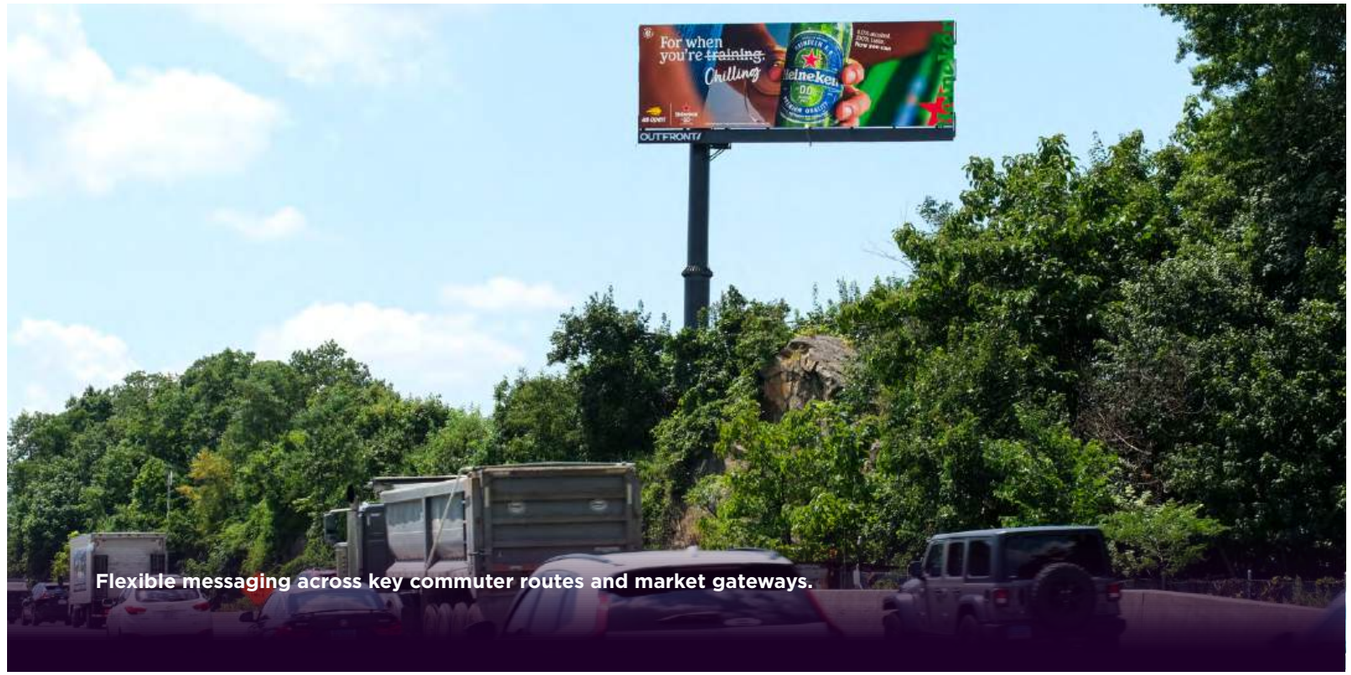
Product Information

- 13 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 roadside visibility along high-traffic corridors.



Flexible messaging across key commuter routes and market gateways.

**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.*

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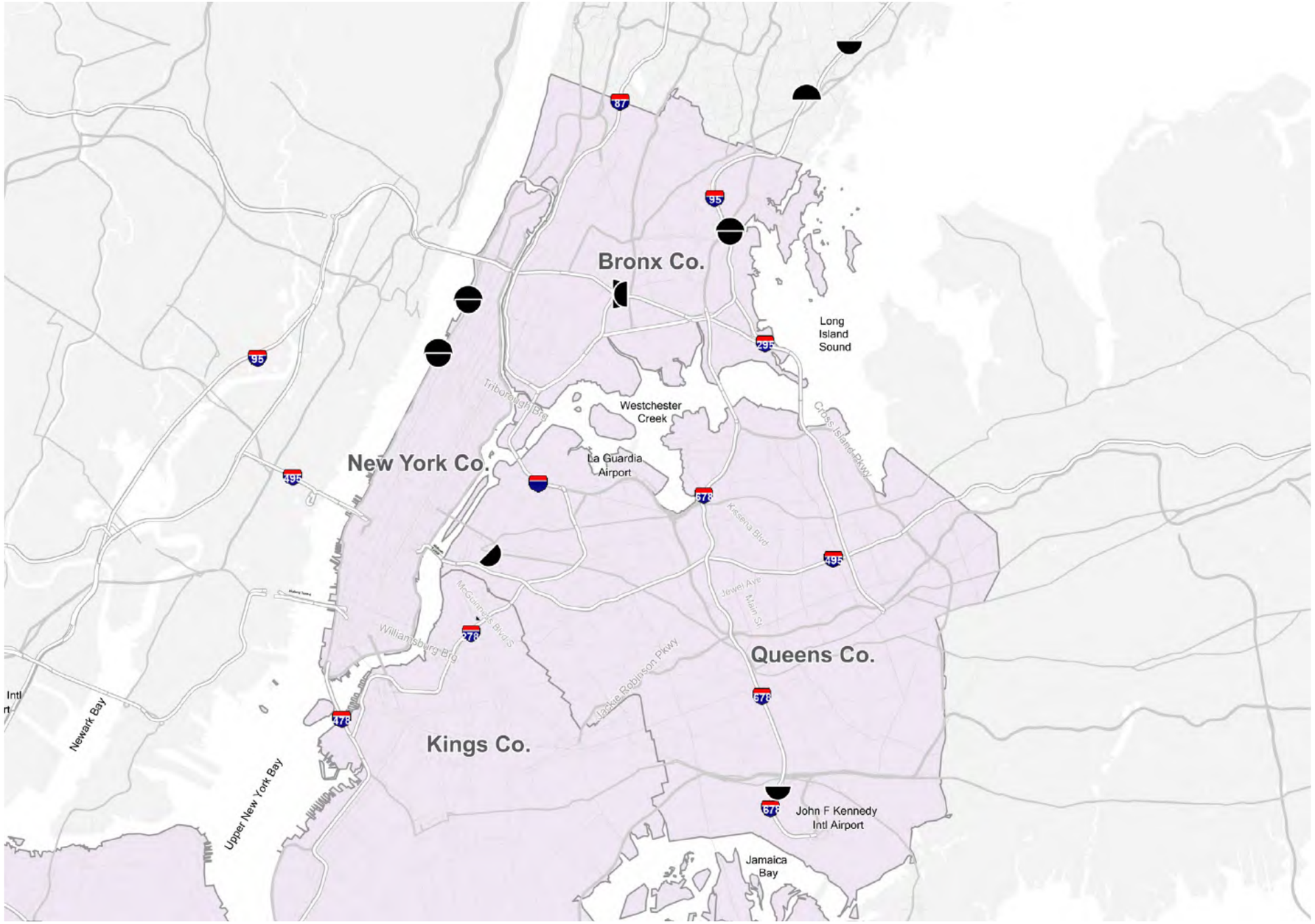
Digital Bulletin Coverage

Across New York

Digital bulletin networks give brands the flexibility to deliver timely, high impact messaging across key New York corridors, with the ability to refresh creative and stay relevant throughout a campaign.



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Wallscapes

Large-scale building media built for bold visibility in high-density urban environments.

Wallscapes command attention through oversized building-mounted creative in some of New York's most active commercial, cultural, and pedestrian corridors. Visible from long distances, these large-format displays create a dominant street-level presence while giving campaigns the scale and creative flexibility to stand out in dense urban settings.

Product Information

- Sizes vary by location

Coverage

- See map for complete coverage

Monumental urban canvases built to make brands impossible to miss.

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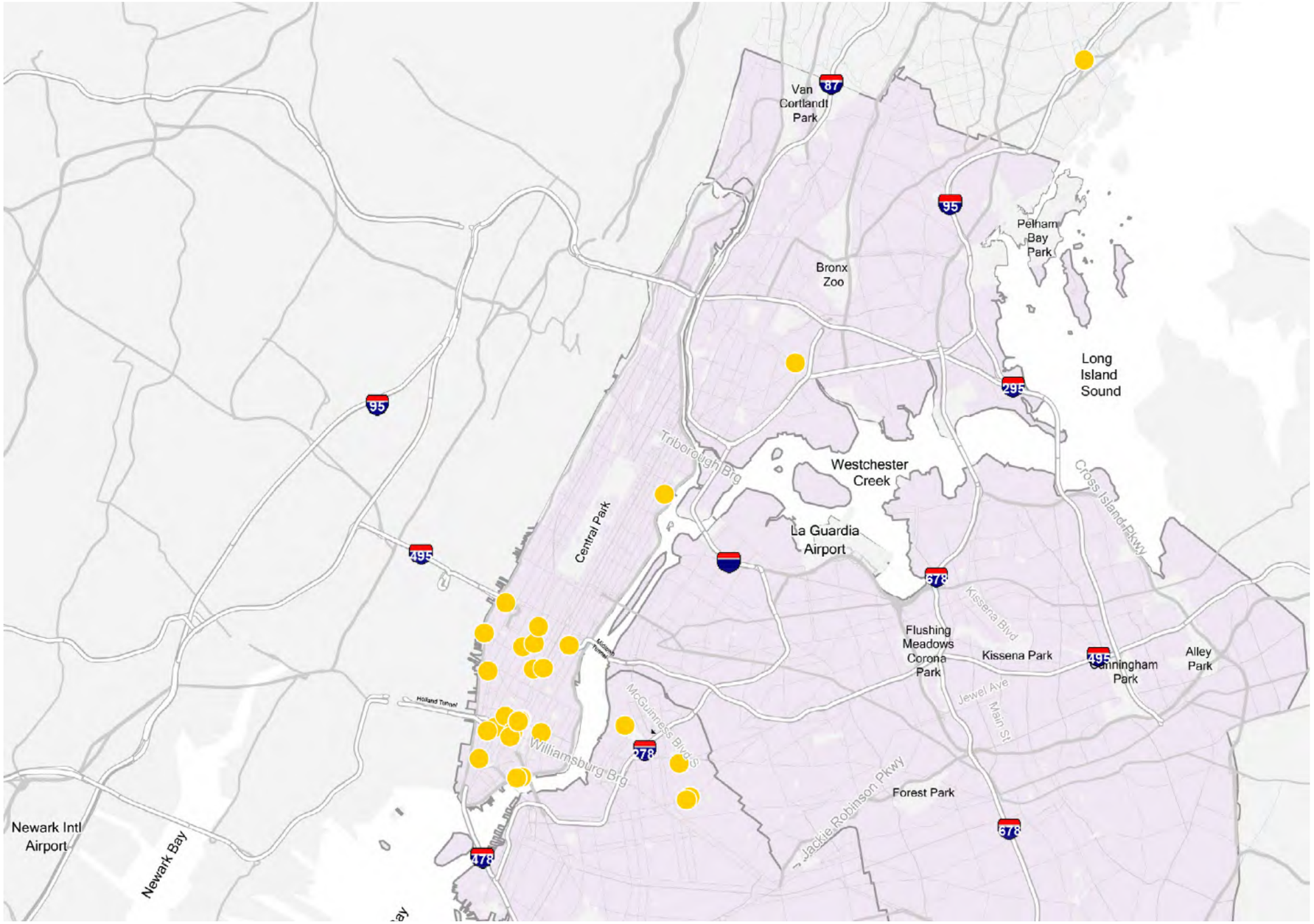
Wallscape Coverage

Across The Big Apple

Wallscapes give brands an oversized canvas to command attention in some of New York's most visible neighborhoods, creating bold street level presence that becomes part of the cityscape.



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Penn Digital Wrap

A premium corner spectacular built for high-impact visibility in the Penn District.

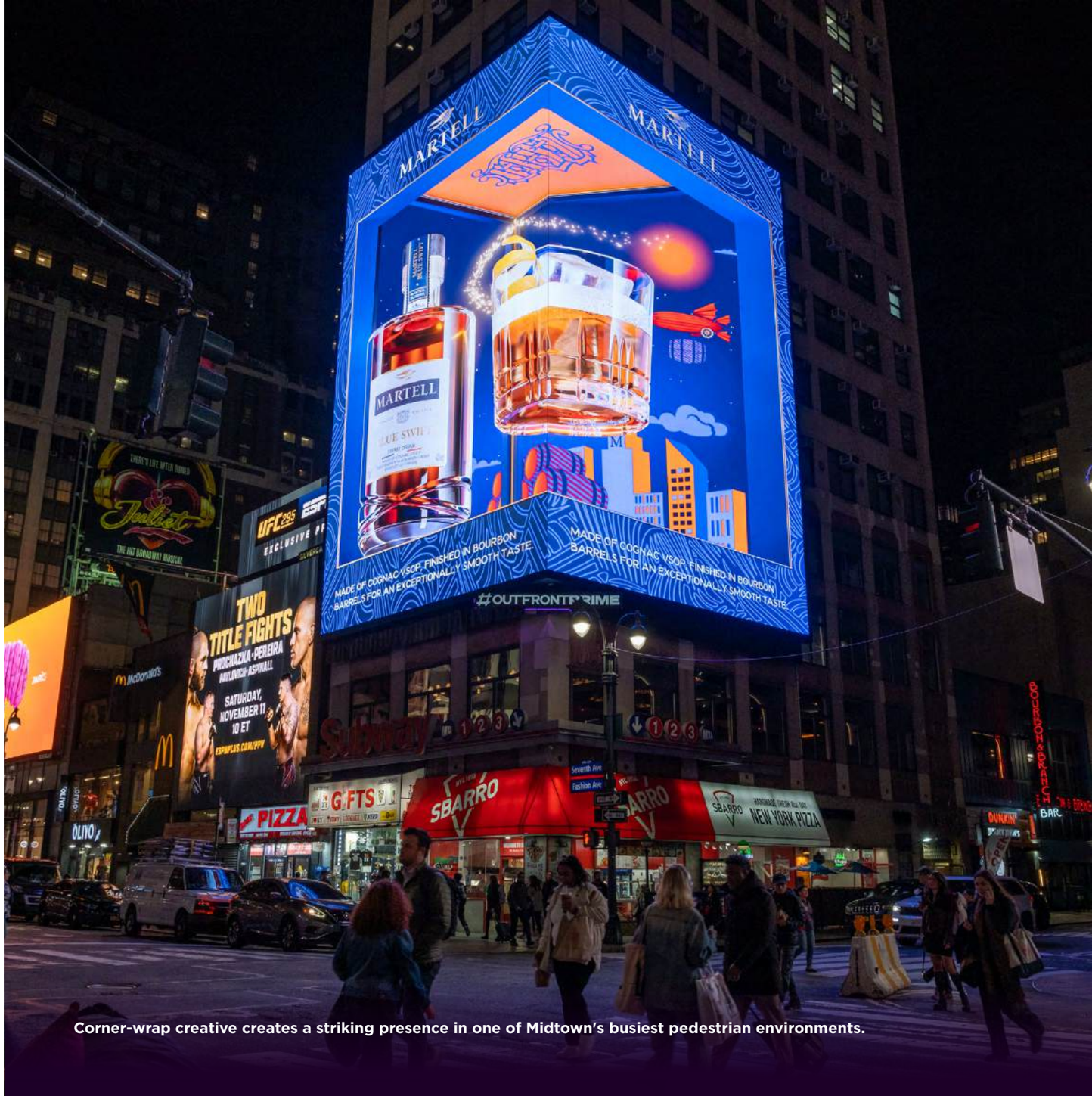
Located in the heart of Penn Center, Penn Digital Wrap gives brands a commanding digital presence at one of Midtown Manhattan's most active commercial and commuter hubs. With full-motion video, digital static capabilities, and a prominent corner orientation, the display creates standout visibility near Penn Station, Madison Square Garden, Macy's, and the surrounding Penn District.

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



Corner-wrap creative creates a striking presence in one of Midtown's busiest pedestrian environments.

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NoHo Domination

A three-unit illuminated display built for standout visibility in one of Manhattan's most style-driven neighborhoods.

NoHo Domination creates a multi-surface illuminated presence at the entrance to the 6 train in one of Lower Manhattan's most recognizable neighborhood corridors. With three connected display areas and more than 2,000 square feet of media, the unit delivers standout visibility to pedestrians, commuters, residents, and motorists along Lafayette Street.

Product Information

- 3 units
- Sizes vary

Coverage

- NoHo
- Lower Manhattan

NoHo Domination delivers multi-surface visibility at one of Downtown Manhattan's most prominent intersections.

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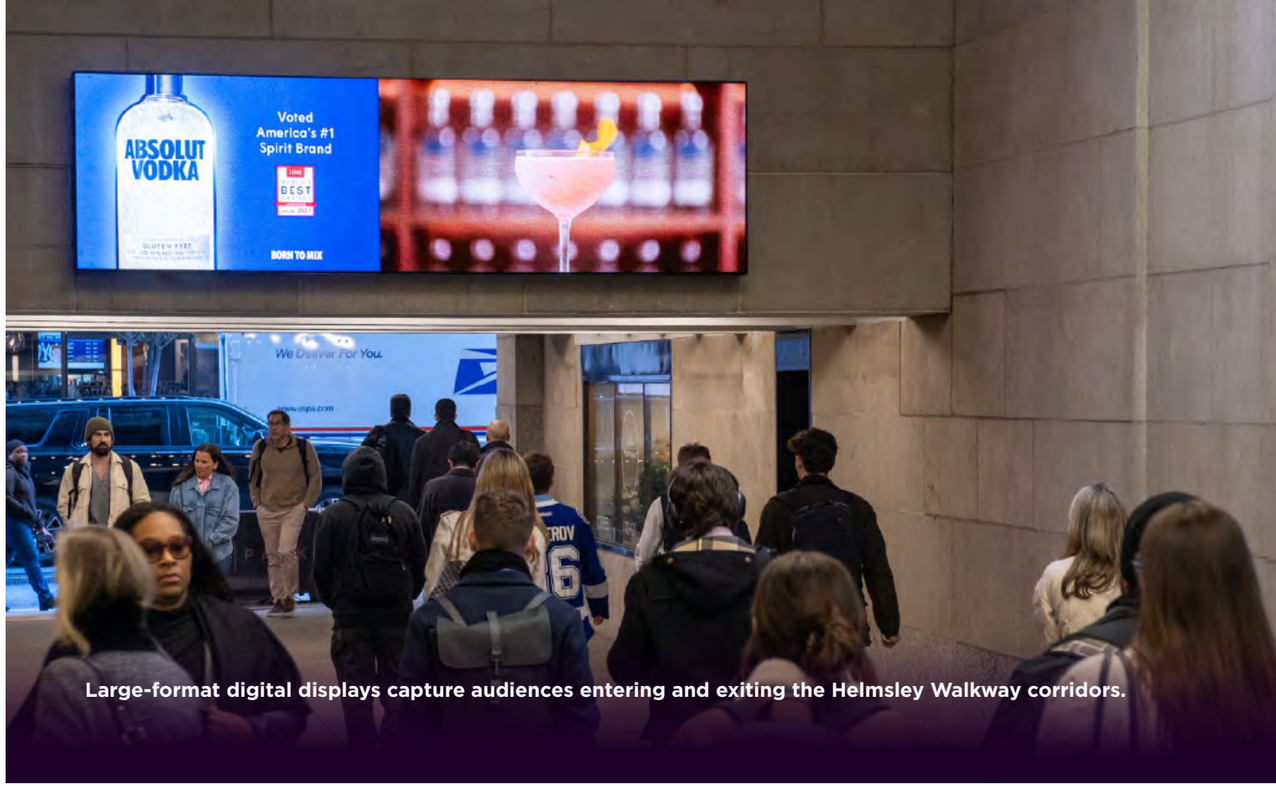
Multiple liveboards create repeated brand exposure along one of Midtown's busiest commuter corridors.



Large-format digital displays capture audiences entering and exiting the Helmsley Walkway corridors.

Helmsley Walkway Liveboards

Helmsley Walkway Liveboards offer a high-impact digital presence inside one of Midtown Manhattan's most recognizable commuter passages. Located in the iconic Helmsley Building, these displays reach an affluent audience moving to and from Grand Central Terminal, Park Avenue offices, and nearby financial institutions.

Product Information

- Please contact your sales representative for additional information.

Coverage

- Grand Central Terminal
- Midtown Manhattan

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Times Square

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Times Square

Iconic digital spectaculars and large-format media in the heart of New York's global stage.

Times Square is one of the world's most visited, photographed, and culturally recognized destinations, drawing massive pedestrian volume through the Bowtie, Broadway, Seventh Avenue, and surrounding plazas. For brands, it offers unmatched visibility in a high-energy environment where media, entertainment, tourism, commerce, and culture converge.

OUTFRONT's Times Square portfolio gives advertisers access to some of the market's most recognizable digital spectaculars and large-format displays, creating premium opportunities for brand launches, cultural moments, high-impact storytelling, and social amplification.

Billboards

- 2 Times Square One Landmark Collection
- 2 Times Square Skyline Collection
- 2 Times Square Core Collection
- The Cube at Two Times Square
- Giant Twins at Two Times Square
- The Summit at Two Times Square
- The Wedge at Two Times Square
- Duffy's Duo
- Digital Beast
- Times Square Tower

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2 Times Square
One Landmark Collection

The One Landmark Collection delivers unmatched scale and visibility across the heart of Times Square.

At the center of Times Square, 2 Times Square brings together a collection of 11 synchronized digital screens across one of the world's most visible media environments. Spanning more than 15,600 square feet of digital media and commanding a 180-degree presence, the collection creates a large-scale canvas for brand launches, cultural moments, and immersive storytelling. Positioned directly across from the Red Steps, the platform remains visible to the constant flow of tourists, commuters, and social-first audiences moving through the heart of Times Square. Its full-market presence makes it ideal for campaigns seeking maximum scale, cultural relevance, and high-impact visibility.

Product Information

- 11 Screens
- Screen Sizes: 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.*

A premier digital collection delivering unmatched scale and visibility across the heart of Times Square.

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2 Times Square Skyline Collection

A three-screen digital collection with elevated visibility above Duffy Square.

Built for distance and elevated visibility, 2 Times Square Skyline Collection brings together The Summit and Giant Twins into a premium vertical presence above the center of Times Square. With more than 10,000 square feet of digital media and a strong vertical profile visible from blocks away, the collection is designed for campaigns seeking long-range visibility, cinematic creative, and elevated Times Square presence. Its elevated positioning helps brands stand out across the skyline while maintaining a premium presence above Duffy Square.

Product Information

- 3 Screens
- Screen Sizes: 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.*

The Skyline Collection creates a prominent digital presence through elevated screens overlooking Times Square.

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2 Times Square Core Collection

A ten-screen digital collection built for high-impact visibility at street level and above.

2 Times Square Core Collection brings together The Giant Twins, The Cube, and The Wedge into a 10-screen digital network built around the active movement of Times Square. Spanning more than 13,000 square feet of coordinated digital media and positioned directly across from Duffy Square and the Red Steps, the collection captures attention within one of Times Square's busiest pedestrian environments. Its scale and proximity to street-level movement make it well suited for immersive creative and high-energy brand moments.

Product Information

- 10 Screens
- Screen Sizes: 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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The Core Collection creates a large-scale digital experience across 10 coordinated screens at 2 Times Square.

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The Cube at 2 Times Square

A three-sided digital spectacular built for immersive creative in the heart of Times Square.

The Cube transforms a traditional digital display into a three-sided architectural experience at the intersection of Broadway, 47th Street, and Seventh Avenue. Visible from multiple directions and more than six times larger than a standard billboard, the format is designed for immersive storytelling, spatial creative, and larger-than-life brand moments. Its dimensional design allows campaigns to create a memorable visual experience from several key Times Square viewpoints.

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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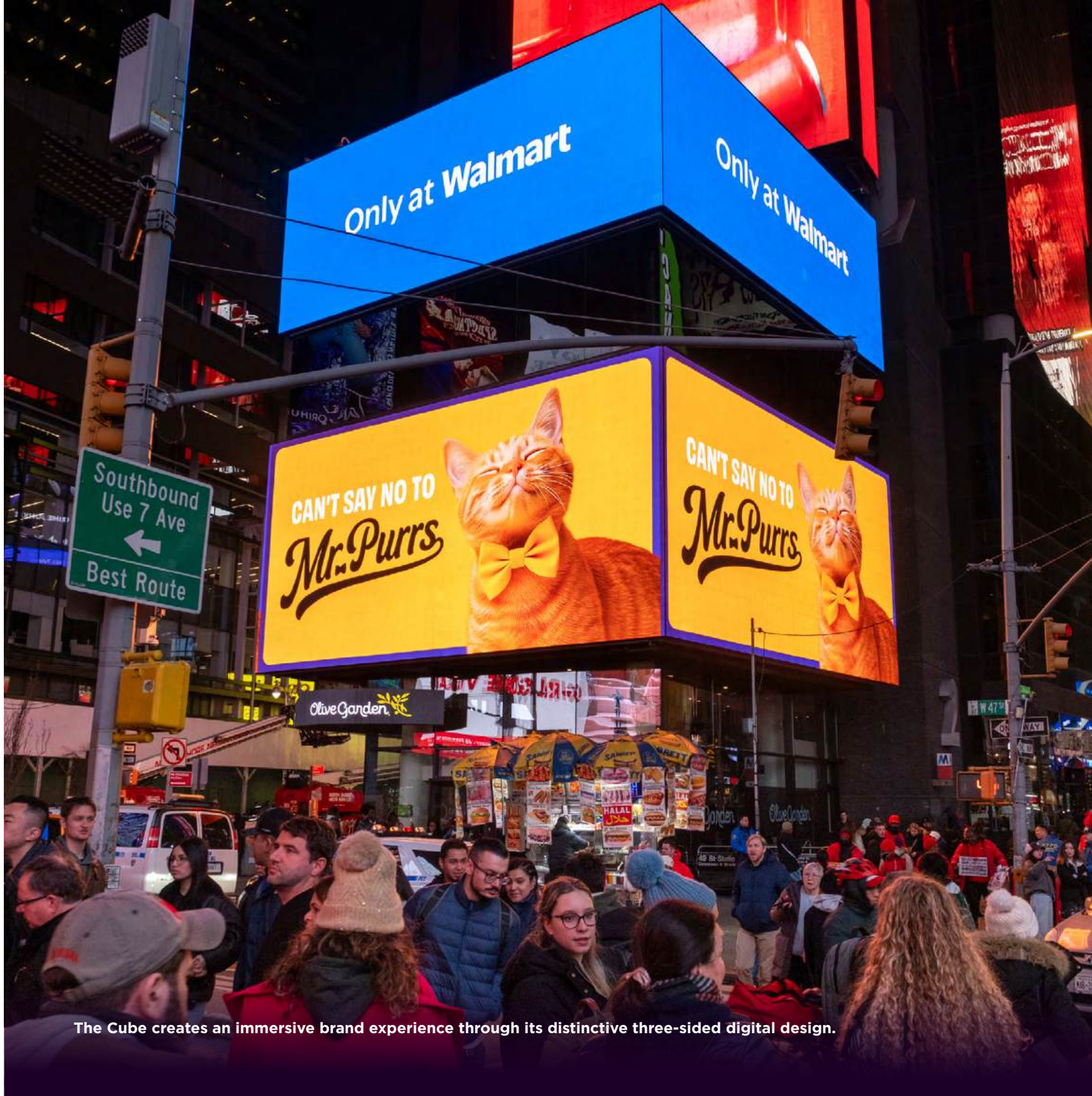

The Cube creates an immersive brand experience through its distinctive three-sided digital design.

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Giant Twins at 2 Times Square

Twin vertical digital spectaculars built for elevated visibility above Times Square.

Standing above the surrounding media environment, the Giant Twins create a striking dual-screen presence overlooking Times Square. Their towering vertical format provides long-range visibility and a distinctive creative canvas designed for campaigns seeking scale, height, and unmistakable recognition within one of the world's most competitive advertising districts. The paired screens offer a balanced, high-profile format for bold creative that needs to command attention from a distance.

Product Information

- 2 Screens
- Sizes: 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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Giant Twins deliver synchronized digital messaging across two prominent Times Square displays.

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The Summit at 2 Times Square

An elevated digital spectacular built for standout visibility above Times Square.

Occupying one of the highest digital positions in Times Square, The Summit delivers visibility above Duffy Square, the TKTS Red Steps, and the surrounding pedestrian plazas. Its elevated placement and slender vertical format create a commanding presence designed for campaigns seeking prominence across the district skyline. The format is especially effective for brands looking to associate with height, prestige, and standout visibility in the heart of Midtown.

Product Information

- 1 Screen
- Size: 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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The Summit rises above Times Square with a highly visible digital presence overlooking the district.

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The Wedge at 2 Times Square

A double-sided digital spectacular built for angled visibility in the heart of Times Square.

The Wedge captures audiences from multiple directions through its distinctive angled design at Broadway and 48th Street. Facing both northbound and southbound pedestrian and vehicle traffic, the display creates continuous exposure across one of Times Square's most active circulation corridors. Its double-sided orientation gives advertisers a unique opportunity to reach audiences as they approach, pass, and move through the district.

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

The Wedge captures audiences from multiple directions through its distinctive angled digital design.

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Duffy’s Duo

A two-screen digital spectacular built for bold visibility in the heart of Duffy Square.

Duffy's Duo pairs two high-impact digital screens within the center of Duffy Square, offering advertisers the flexibility to activate a unified large-format experience or utilize each screen independently. Positioned within one of New York City's most visited destinations, the format balances scale, flexibility, and premium Times Square visibility. This makes it a strong option for campaigns that need both standout creative presence and adaptable media planning.

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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Dual digital screens amplify messaging within one of New York City's most visited destinations.

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Digital Beast

A massive single-screen digital spectacular commanding attention in the heart of Times Square.

Digital Beast delivers approximately 9,300 square feet of high-impact digital visibility in the center of the Times Square Bowtie. Its expansive single-screen format gives brands a commanding canvas for bold creative, immersive storytelling, product launches, entertainment campaigns, and major cultural moments.

With its dramatic scale, curved display and prominent position above Duffy Square, Digital Beast is built to generate attention from pedestrians throughout Times Square. The format supports traditional full-motion creative as well as dimensional content designed to create a memorable presence within one of the world's most photographed destinations.

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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Large-scale digital visibility commands attention within the heart of Times Square.

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Times Square Tower

A landmark large-format display built for maximum visibility at the Crossroads of the World.

Times Square Tower anchors one of the district's most recognizable corners with a massive large-format display integrated into the Bowtie. Surrounded by iconic signage and constant pedestrian activity, the unit creates a landmark advertising presence designed for campaigns seeking maximum scale and cultural relevance at the Crossroads of the World. Its dominant location makes it ideal for brand-defining moments, launches, and high-profile creative built to be seen and remembered.

Product Information

- 9 Units
- Sizes Vary

Coverage

- Times Square
- Midtown Manhattan

Times Square Tower delivers a landmark brand presence at the heart of the world's most iconic advertising destination.

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OUTFRONT

Subway

Last Revised 10/13/2026

Subway

High-frequency media reaching New Yorkers throughout the daily commute.

The New York City Subway is one of the world's largest and most heavily used transit systems, delivering repeated exposure across all five boroughs. With millions of riders moving through stations, platforms, mezzanines, turnstiles, and trains each week, subway media gives brands consistent visibility in environments where audiences are on the move, waiting, and highly engaged.

From station takeovers and digital networks to train wraps and in-car formats, OUTFRONT's subway portfolio surrounds riders throughout the full commuter journey, helping brands build awareness, reinforce messaging, and stay visible across the city's most essential transit system.

Subway 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 Media

- Wrapped Shuttle
- Subway System Wraps

Interior Media

- Car Cards
- Half Car Brand Train
- Livecard Network
- Livecard MAX
- Subway System Wraps

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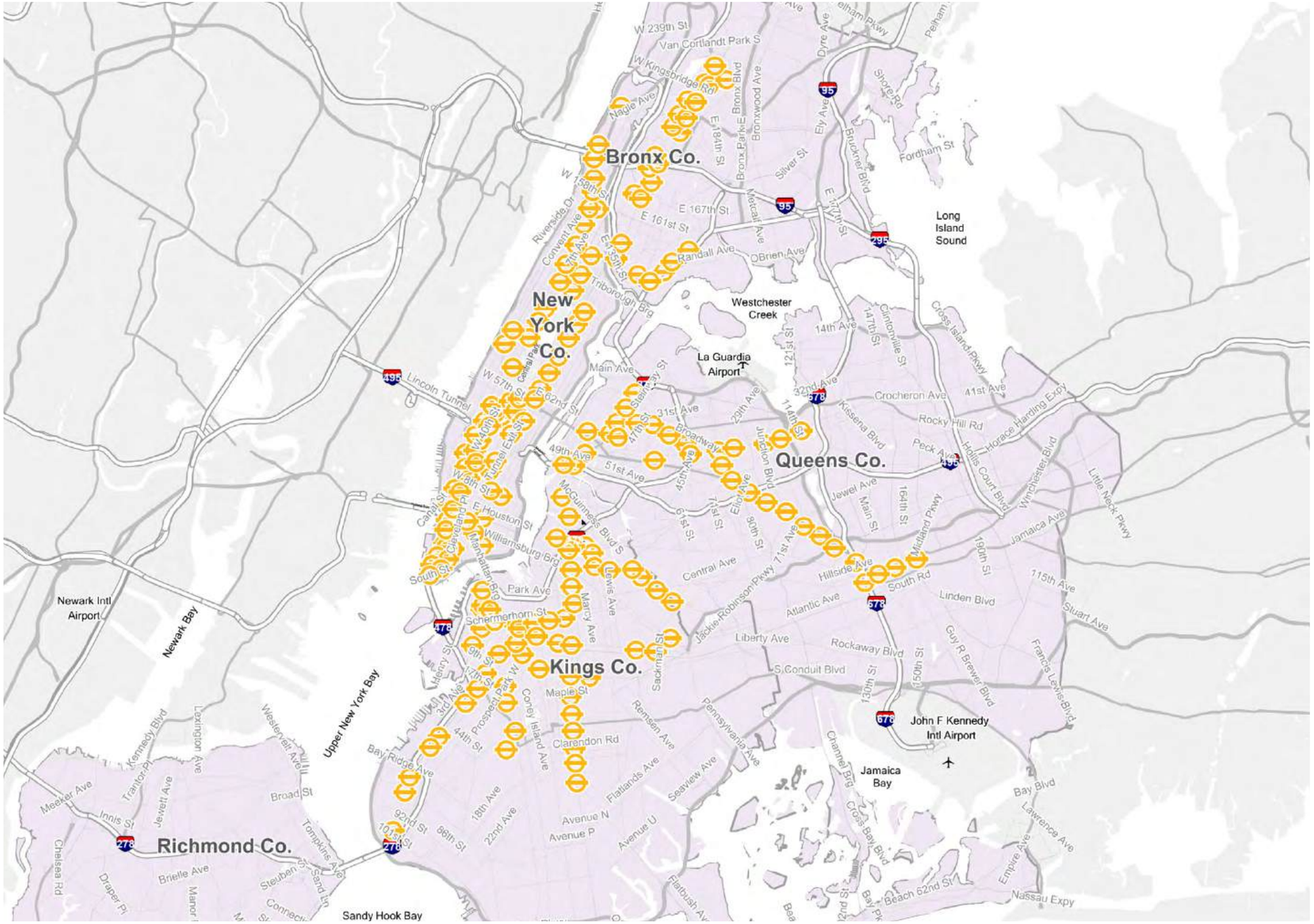
Subway Coverage

Moving With New York

The subway puts brands at the center of New York's daily rhythm, creating repeated visibility across the routes and stations that move millions of riders through the city.



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Subway Interior Cards

In-car media that stays with riders throughout the subway journey.

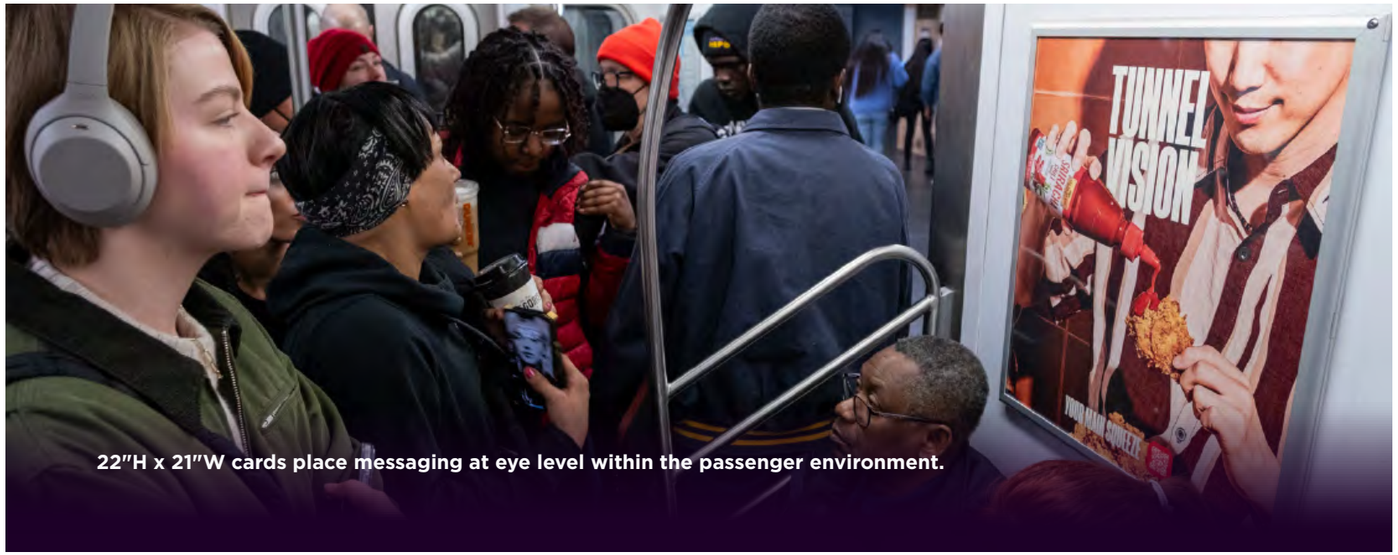
Subway Interior Cards keep messaging inside the rider environment for the full duration of the trip. Positioned above seats and doorways, these formats deliver repeated visibility as passengers travel across the system, giving campaigns sustained exposure in a high-frequency transit setting. Available in multiple sizes, Interior Cards support broad awareness, product messaging, cultural campaigns, and commuter-focused storytelling. Their in-car placement helps brands stay visible during one of the most captive parts of the commute.

Product Information

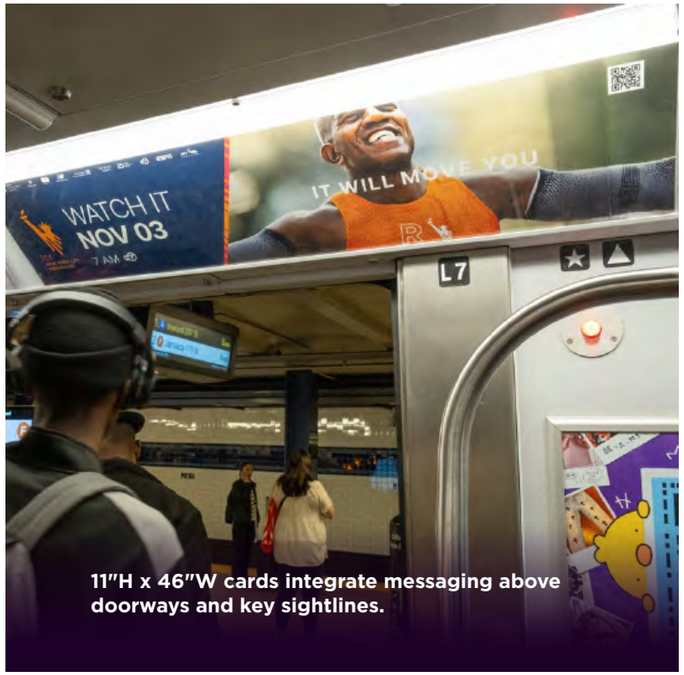
- 11”H x 46”W
- 11”H x 70”W
- 22”H x 21”W

Coverage

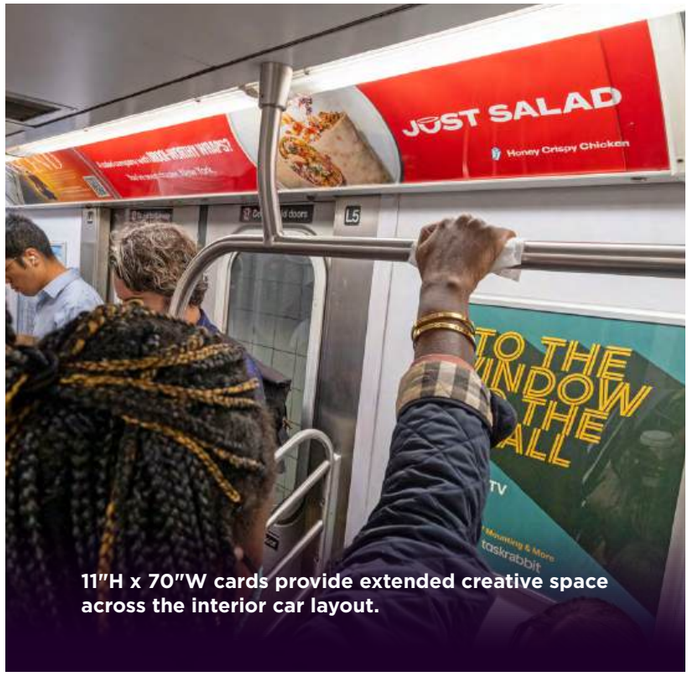
- Systemwide coverage



22"H x 21"W cards place messaging at eye level within the passenger environment.



11"H x 46"W cards integrate messaging above doorways and key sightlines.



11"H x 70"W cards provide extended creative space across the interior car layout.

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Subway Half Brand Train

A coordinated in-car takeover built for sustained visibility throughout the ride.

A Subway Half Brand Train creates a coordinated static in-car takeover across one side of the train. By surrounding passengers with multiple creative messages in a single environment, the format helps campaigns build stronger recall, showcase product variety, and deliver repeated exposure during the commute. The mix of card sizes allows advertisers to create a more cohesive brand story throughout the rider journey. This format is ideal for campaigns that need more presence than a single interior placement can provide.

Product Information

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

Coverage

- Systemwide

Subway Half Brand Train creates a cohesive in-car brand presence across multiple placements.

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Subway Livecards deliver digital messaging directly within the rider journey.

Subway Livecard Network

Subway Livecard Network introduces digital motion directly inside subway cars, bringing full-motion and static creative into the passenger journey. With screens positioned throughout active train environments, Livecards keep campaigns visible to riders as they move across the city. The network is built for timely messaging, entertainment, retail, and commuter-focused campaigns. Its digital format allows advertisers to keep creative flexible, current, and highly visible.

Product Information

- 935 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, E, F, G, R, 4, 7, L, J, Z, M, A

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LIVECARD MAX

An immersive in-car digital format built for high-impact brand engagement.

Livecard MAX brings larger, dynamic digital screens inside subway cars, creating a more immersive brand experience for riders throughout the commute. With portrait and landscape screens working together in the train environment, the format gives advertisers a high-impact platform for full-motion creative, product storytelling, entertainment campaigns, and timely commuter messaging.

Built to reach riders across active subway lines, Livecard MAX combines the frequency of in-car transit media with the flexibility of digital execution, helping brands stay visible during one of the most consistent moments of daily travel.

Product Information

- 490 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, E, F, G, R, 4, 7, L, J, Z, M, A

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Subway System Wraps transform entire train exteriors into large-scale moving brand statements.

Subway System Wraps

Subway System Wraps transform entire train exteriors into large-scale moving brand statements. As wrapped cars travel across stations, elevated tracks, platforms, and neighborhoods, campaigns gain visibility far beyond a single station environment. This format is built for major launches, entertainment campaigns, cultural moments, and bold brand storytelling. The result is a highly recognizable campaign presence that moves throughout the city.

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

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Subway Wrapped Shuttle

A full-train brand experience connecting Grand Central and Times Square.

Subway Wrapped Shuttle turns the Grand Central–Times Square route into a full-train brand experience. With exterior and interior creative surfaces across a six-car format, the Shuttle surrounds riders while connecting two of Midtown's busiest transit destinations. Its iconic route makes it ideal for campaigns seeking a memorable presence in the heart of Manhattan. The format offers a rare opportunity to own a highly visible route from platform to passenger journey.

Product Information

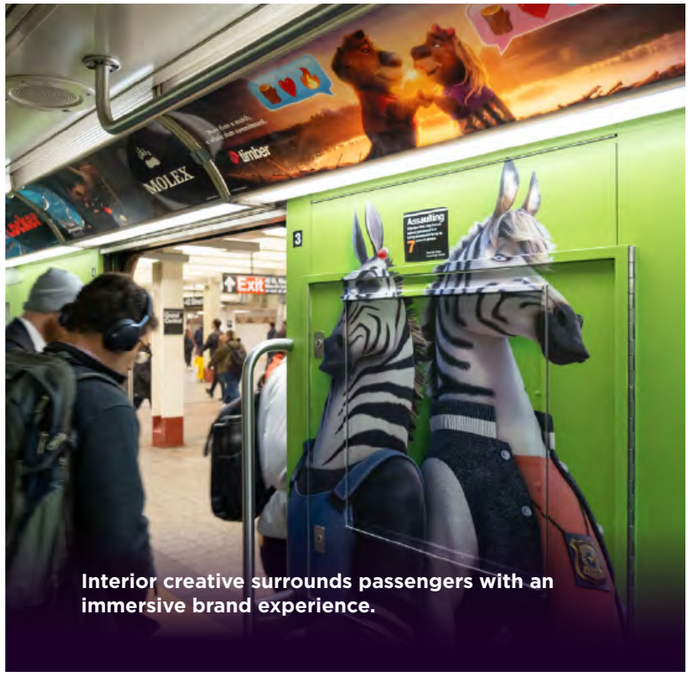
- 6-Car Shuttle

Coverage

- Grand Central Station
- Times Square

Exterior wraps transform the shuttle into a moving brand showcase throughout Midtown.

Interior graphics extend campaign messaging throughout the rider journey.



Interior creative surrounds passengers with an immersive brand experience.

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Subway Platform Posters

Station-level media reaching riders where they wait, transfer, and move.

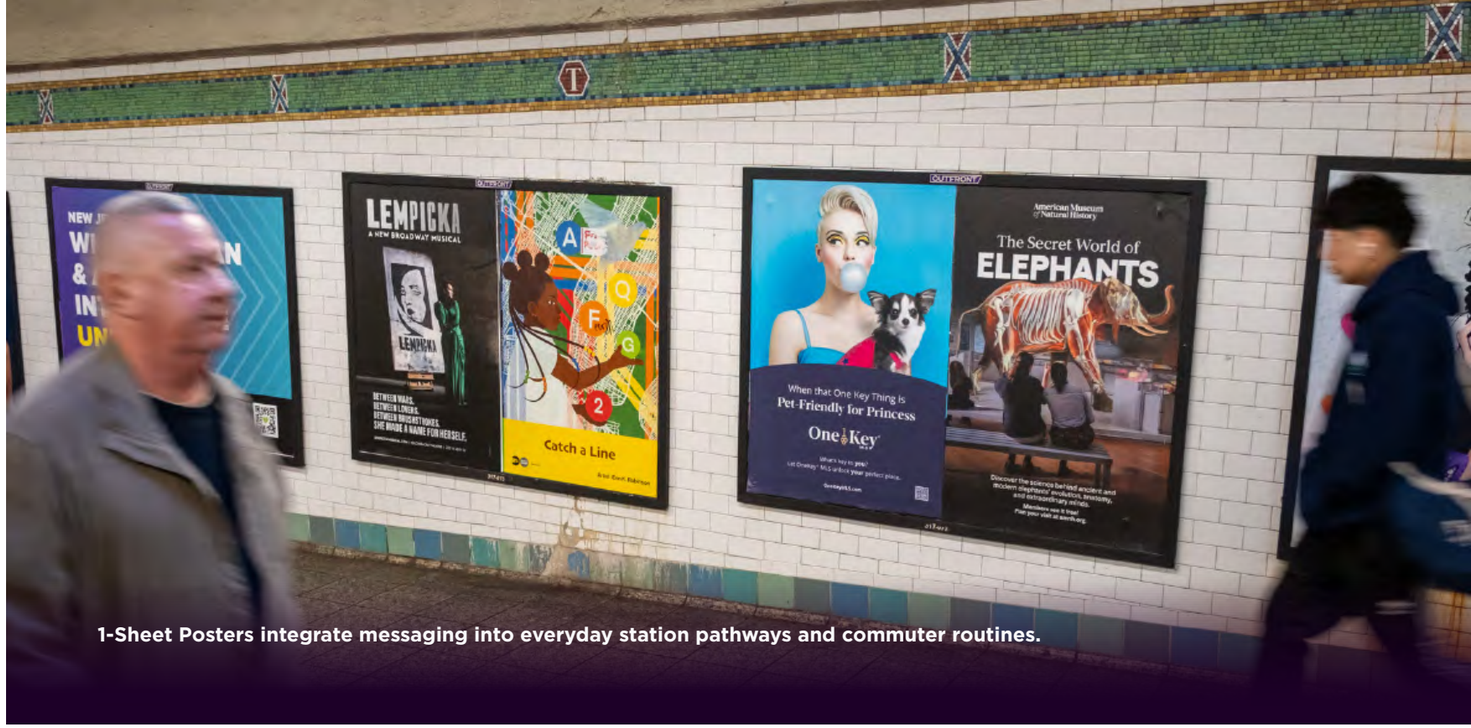
Subway Platform Posters create station-level visibility along walls, platforms, and rider pathways. Positioned where riders wait, pass, and transfer, these formats offer consistent exposure across everyday subway travel moments. Available as 1-Sheet and 2-Sheet Posters, they support systemwide awareness, borough-level reach, station targeting, and neighborhood-focused campaigns. Their flexible placement options make them useful for both broad coverage and precise local messaging.

Product Information

- 1-Sheet Posters
- 2-Sheet Posters

Coverage

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



1-Sheet Posters integrate messaging into everyday station pathways and commuter routines.

2-Sheet Posters provide an expanded canvas for larger creative and enhanced visual presence.

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Subway Liveboard Network

Digital station media reaching riders across high-traffic subway environments.

Subway Liveboard Network extends full-motion digital messaging across platforms, mezzanines, corridors, and key station pathways. With thousands of screens across hundreds of stations, the network supports broad reach, timely creative, and high-frequency visibility throughout the subway system. Its scale helps advertisers maintain a consistent digital presence across New York's transit environment. The format is especially effective for campaigns that benefit from motion, frequency, and wide station coverage.

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)

Coverage

- 3,600+ Screens
- 340+ Stations

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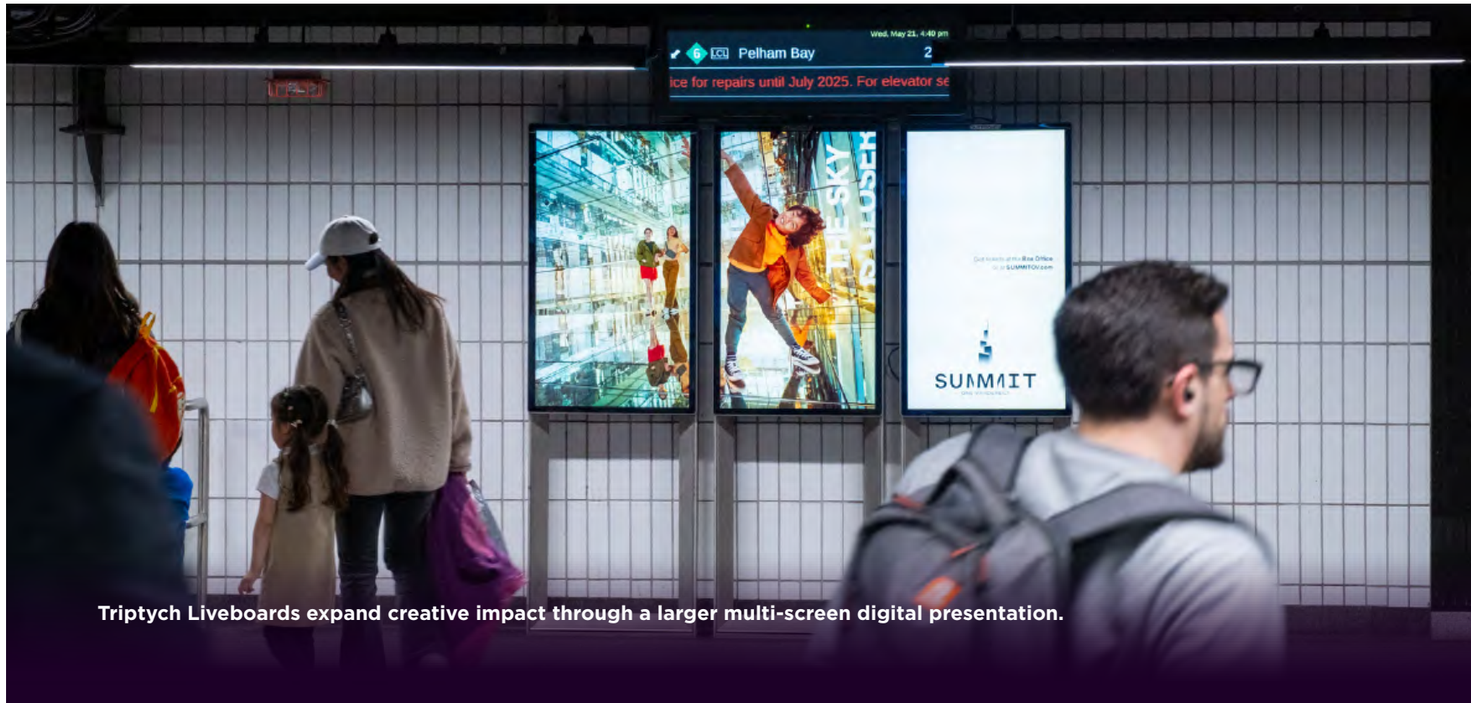
Single Liveboards deliver targeted digital messaging within key station environments.



Triptych Liveboards expand creative impact through a larger multi-screen digital presentation.

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The Times Square Digital Livescape creates an immersive visual experience throughout one of New York's busiest pedestrian passageways.

Times Square Digital Livescape

Times Square Digital Livescape surrounds riders with a 44-screen digital experience inside the Times Square–42nd Street complex. Located where subway lines, Port Authority traffic, and Times Square foot traffic converge, the network creates repeated touchpoints throughout one of the city's busiest transit corridors. The format is ideal for brand launches, entertainment campaigns, and cultural moments. Its immersive layout helps campaigns stand out in a high-energy environment with constant pedestrian movement.

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

- Systemwide

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Times Square Liveboard Array

A six-screen digital array built for eye-level impact inside Times Square Station.

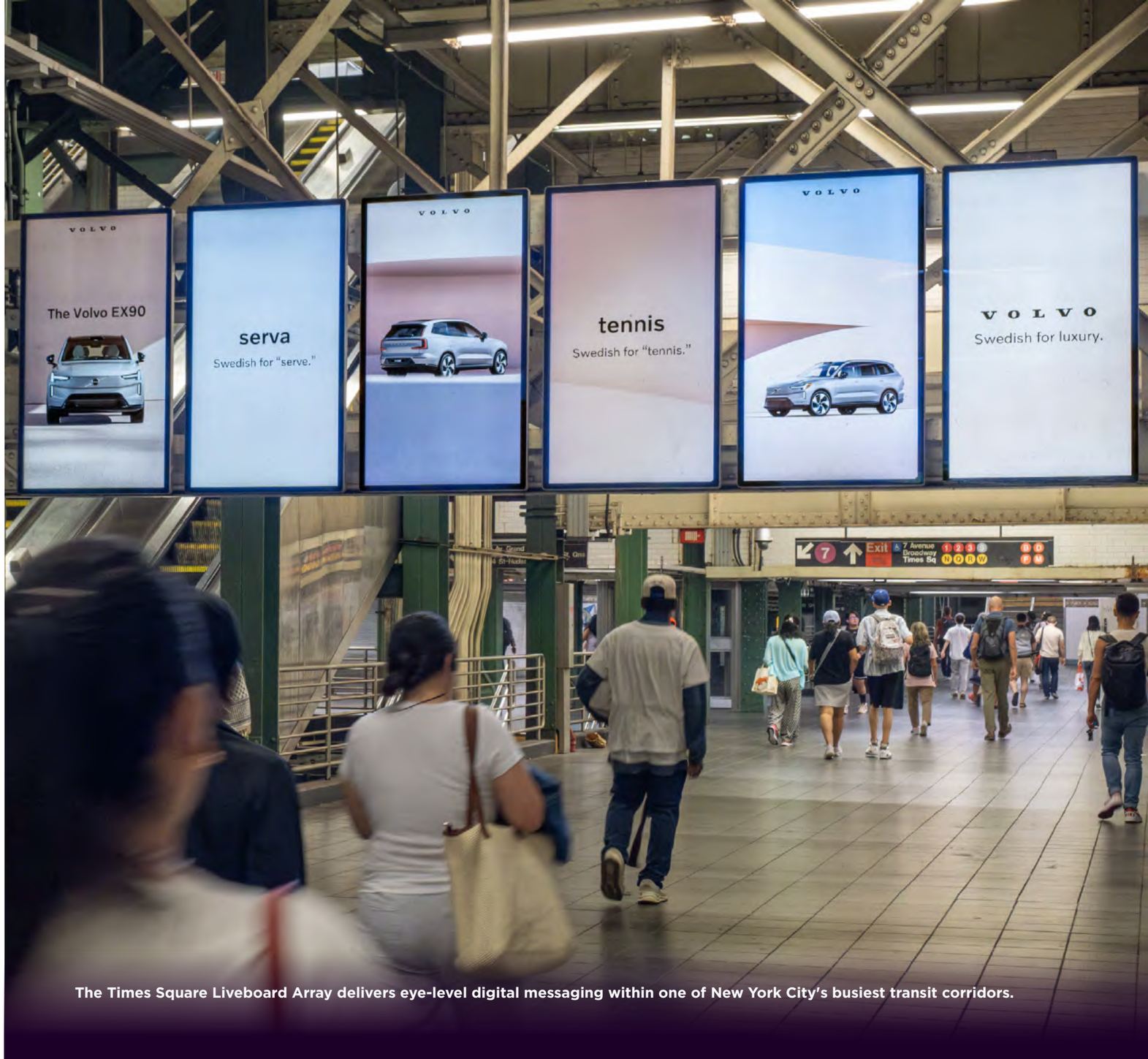
Times Square Liveboard Array creates an eye-level digital presence beneath 42nd Street, Seventh Avenue, and Broadway. The six-screen format reaches riders moving between Times Square Station and Port Authority Bus Terminal, offering repeated exposure in a high-traffic station environment. Its aligned screen layout gives campaigns a strong, coordinated visual impact. The array is well suited for brands seeking a focused digital presence within a major Midtown transit connection.

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



The Times Square Liveboard Array delivers eye-level digital messaging within one of New York City's busiest transit corridors.

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The One Vanderbilt Liveboard Network delivers premium digital messaging to commuters, professionals, and visitors in a high-value Midtown corridor.

One Vanderbilt Liveboard Network

One Vanderbilt Liveboard Network connects advertisers with commuters, office workers, business travelers, and visitors moving between Grand Central Terminal and One Vanderbilt. The network's triple and single-screen placements create a premium digital presence in one of East Midtown's most valuable business corridors. It is well suited for financial, luxury, business, and commuter-focused campaigns. Its setting gives brands access to a high-value audience in a polished, modern transit environment.

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)
- Hours: 6:00am – 9:00pm
- Full Motion Video/Static (No Audio)

Coverage

- One Vanderbilt
- Grand Central Terminal

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Subway Station Dominations

Immersive station takeovers built for high-impact brand presence in key commuter hubs.

Subway Station Dominations turn high-traffic stations into fully branded environments. By combining media across corridors, columns, walls, mezzanines, and platform areas, these takeovers create a cohesive campaign presence throughout the rider journey. The format is built for major launches, cultural moments, entertainment campaigns, retail activations, and high-impact brand visibility. This approach allows advertisers to own the station experience rather than rely on a single placement.

Product Information

- Media varies by station

Coverage

- 116 St
- 125 St
- 14 St/8 Av
- 14 St-Union Sq
- 161 St-Yankee Stadium
- 34 St-Herald Sq
- 34 St-Hudson Yards
- 34 St-Penn Station
- 42 St-Bryant Pk/5 Av
- 47-50 Sts-Rockefeller Ctr
- 5 Av/53 St
- 59 St-Columbus Circle
- 72 St
- 86 St
- Atlantic Av-Barclays Ctr
- Bedford Av
- Broadway-Lafayette St/Bleecker St
- Delancey St-Essex St
- East Broadway
- Flushing-Main St
- Fulton St
- Grand Central-42 St
- Jackson Hts-Roosevelt Av/74 St-Broadway
- Jay St-MetroTech
- Lexington Av/59 St
- Mets-Willets Point
- Prince St
- Spring St
- Times Sq-42 St/Port Authority Bus Terminal
- W 4 St-Wash Sq
- Wall St

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Subway Faregates

Entry-point media reaching riders as they enter and exit the subway system.

Subway Faregates reach riders at one of the most essential points of the transit journey: entry and exit. Positioned on both sides of the turnstile area, these placements create focused visibility as commuters, visitors, students, and local riders move through the station. The format is effective for awareness, recall, retail messaging, entertainment campaigns, and station-level presence. Their location makes them especially useful for intercepting audiences at a required point of movement.

Product Information

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

Coverage

- Systemwide Coverage

Subway Faregates position brand messaging at a key transition point as riders enter and exit the transit system.

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Stair Risers

High-impact station media built for creative visibility along key rider pathways.

Stair Risers convert station stairways into sequential brand moments along the rider path. As commuters move between platforms, mezzanines, exits, and street level, the format delivers messaging through a natural progression of steps. This creates a distinctive visual experience for product launches, entertainment campaigns, cultural moments, event promotions, and station-level storytelling. The format turns routine station movement into a more memorable, campaign-driven experience.

Product Information

- Sizes vary

Coverage

- Systemwide coverage

Stair Riser messaging transforms station stairways into sequential brand experiences along key rider pathways.

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Buses

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Buses

Street-level media reaching New Yorkers across daily routes, neighborhoods, and commuter corridors.

Bus media gives brands high-frequency visibility across New York's streets, reaching pedestrians, drivers, passengers, commuters, residents, and visitors throughout the day. As buses move through commercial districts, residential neighborhoods, retail corridors, and major transit hubs, campaigns stay visible in the same places where people live, work, shop, and travel.

From exterior formats that move through the city to interior placements reaching riders on board, OUTFRONT's bus portfolio gives advertisers flexible ways to build awareness, reinforce messaging, and connect with audiences across the daily movement of New York.

Subway Media

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

Interior Media

- Interior Bus Cards
- Brand Buses

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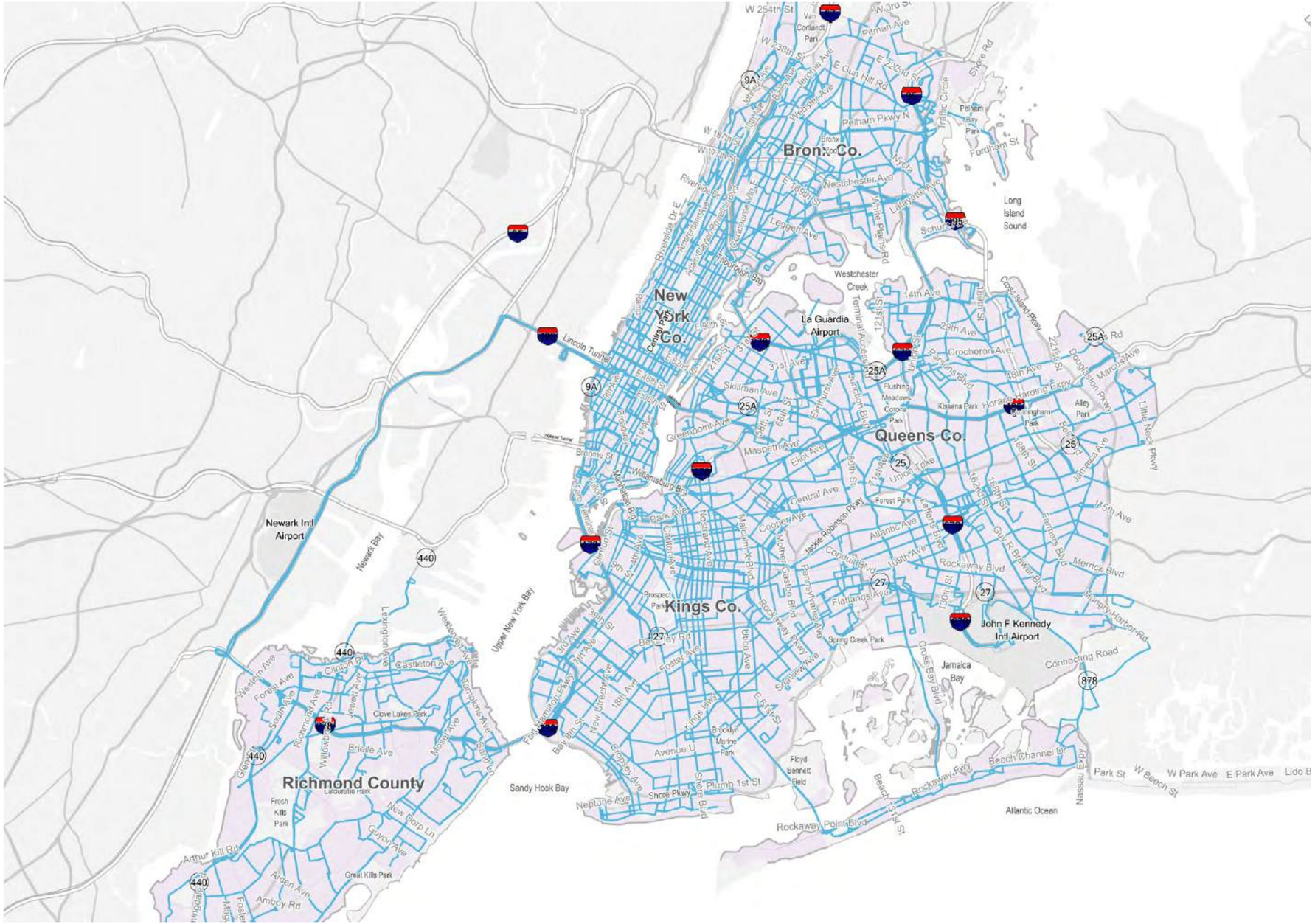
Bus Coverage

Five-Borough Reach in Motion

Bus media carries brands throughout New York's neighborhoods, creating mobile visibility across busy streets, commercial corridors and everyday routes throughout all five boroughs.



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Ultra Super Kings

Large-format exterior bus media built for bold street-level visibility.

Ultra Super Kings transform buses into large-scale moving billboards, delivering expansive creative impact across New York City's busiest streets, commercial districts, and commuter corridors. With one of the largest exterior bus advertising canvases available, the format creates a commanding presence that remains visible as vehicles travel throughout the city.

Designed for advertisers seeking maximum scale and standout creative, Ultra Super Kings are ideal for major brand campaigns, product launches, entertainment releases, retail promotions, and awareness initiatives looking to generate broad market visibility across Manhattan, Brooklyn, Queens, and the Bronx..

Product Information

- Various sizes

Coverage

- Manhattan
- Brooklyn
- Bronx
- Queens

Large-format bus media moving through high-traffic city streets.

Mobile street-level visibility across New York neighborhoods and commuter corridors.

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Bus Kings

Exterior bus media built for broad street-level reach across New York.

Bus Kings provide advertisers with a versatile street-level format that maintains visibility throughout New York City's daily traffic patterns. Positioned along the side of the vehicle, the format delivers consistent exposure across busy intersections, commercial corridors, neighborhood routes, and commuter roadways.

With optional headliners, extensions, and L-side enhancements available, Bus Kings offer creative flexibility for campaigns seeking to build awareness, support promotions, reinforce messaging, and establish a strong presence across multiple boroughs.

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 side-panel messaging integrates into New York City's everyday travel routes.

Bus With Headliner adds roofline scale to strengthen creative impact on the street.

Bus With Extensions expands the display area for a larger, bolder brand canvas.

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Super Kings

Large exterior bus media built for extended street-level visibility.

Super Kings feature an oversized side-panel canvas that allows advertisers to showcase larger creative, stronger visuals, and expanded messaging. Spanning a substantial portion of the bus exterior, the format creates a highly noticeable presence as vehicles travel through Manhattan's busiest streets and commercial districts.

Well suited for product launches, entertainment campaigns, retail promotions, and brand-building initiatives, Super Kings provide additional creative space for advertisers seeking greater impact within high-traffic urban environments.

Product Information

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

Coverage

- Manhattan

Super King exterior visibility across Manhattan streets and commuter corridors.

Super King with headliner for expanded brand presence.

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30x215

A streamlined side-panel format designed for everyday street-level frequency.

30x215s offer a clean and efficient advertising solution that keeps brand messaging visible throughout New York City's daily movement. Positioned along the side of the bus, the format provides consistent exposure across intersections, commercial corridors, and neighborhood streets without requiring a full oversized display.

Ideal for retail campaigns, promotional messaging, entertainment releases, and local market initiatives, 30x215s deliver dependable street-level visibility while supporting cost-efficient awareness and frequency-building strategies.

Product Information

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

Coverage

- Manhattan
- Brooklyn
- Queens
- Bronx
- Staten Island

Streamlined side-panel visibility across city streets and intersections.

30x215 with L-side for added curbside presence.

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Designed for neighborhood-level engagement, Kongs connect brands with audiences across local routes, commercial districts, and everyday community destinations.

Kongs

Kongs help advertisers establish a strong presence throughout Brooklyn, Queens, the Bronx, and Staten Island, reaching audiences along neighborhood routes, commercial districts, and local traffic corridors. The format provides an effective way to maintain visibility across borough-focused travel patterns and community-centered environments.

With optional headliners and window extensions available, Kongs support localized messaging, retail promotions, service-based campaigns, and regional initiatives seeking targeted reach outside Manhattan.

Product Information

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

Coverage

- Brooklyn
- Queens
- Bronx
- Staten Island

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Rear-facing placement keeps brands visible to drivers and passengers throughout the city.

Bus Tails

Bus Tails place brand messaging on the rear of buses traveling throughout New York City. Positioned directly in drivers' and passengers' sightlines, they deliver sustained visibility as vehicles move through neighborhood streets, major avenues, and high-traffic commuter corridors.

With broad citywide coverage and repeated exposure throughout the day, Bus Tails provide an efficient way to build awareness, reinforce messaging, and keep brands visible across the five boroughs.

Product Information

- 17.5"H x 50"W

Coverage

- Manhattan
- Brooklyn
- Queens
- Bronx
- Staten Island

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Expanded rear-panel real estate that gives brands more room to tell their story, showcase creative assets, and reinforce messaging throughout the commute.

The Franklin

The Franklin combines upper and lower rear bus panels into a single integrated advertising opportunity, creating additional space for branding, visuals, and campaign storytelling. Positioned directly within traffic sightlines, the format remains highly visible to motorists, passengers, cyclists, and pedestrians traveling behind the vehicle.

The expanded layout allows advertisers to showcase more creative content while reinforcing brand recognition throughout the daily movement of New York City's streets and commuter corridors.

Product Information

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

Coverage

- Manhattan
- Brooklyn
- Queens

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Headlights

Front-facing bus media built for high-impact street-level visibility.

Headlights place advertising directly on the front of NYC buses, creating immediate exposure as vehicles approach intersections, crosswalks, bus stops, and curbside environments. Their forward-facing position provides a direct line of sight to pedestrians, drivers, cyclists, and surrounding street traffic.

With a single advertiser occupying the display area, Headlights offer a clean and focused presentation that is particularly effective for brand awareness, promotional campaigns, and messaging designed to capture attention quickly.

Product Information

- 19.25”H x 44”W
- 17.5”H x 28.5”W

Coverage

- Manhattan
- Brooklyn
- Queens
- Bronx
- Staten Island

Front-and-center placement that engages pedestrians, drivers, and cyclists at intersections, delivering messages at the moment attention is naturally focused ahead.

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Street-level messaging that moves with the city, connecting brands with commuters, pedestrians, and neighborhoods throughout the day.

Queens

Queens delivers targeted street-level visibility along high-traffic bus routes, keeping brand messaging present throughout daily neighborhood travel and cross-borough movement. Positioned within active urban corridors, the format maintains exposure among pedestrians, drivers, riders, and local communities throughout the day.

Operating across key routes in Manhattan and the Bronx, Queens provides an efficient solution for localized campaigns, retail promotions, entertainment releases, and community-focused messaging. Its compact format helps advertisers build awareness and maintain a consistent presence within New York City's everyday travel patterns.

Product Information

- 30”H x 88”W

Coverage

- Manhattan

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A full-vehicle branding opportunity built for maximum visibility across New York City streets.

Bus Wraps

Bus Wraps transform transit vehicles into large-scale moving advertisements that travel through neighborhoods, commercial districts, commuter corridors, and high-traffic urban environments. Covering both the curb/passenger side and street/driver side of the bus, the format creates a bold and immersive brand presence that remains visible throughout the daily journey.

With a single advertiser occupying the vehicle exterior, Bus Wraps provide uninterrupted creative impact for product launches, entertainment campaigns, retail promotions, and brands seeking citywide awareness. The format combines the scale of traditional outdoor advertising with the mobility of transit media, helping campaigns reach audiences wherever the route travels.

Product Information

- Full Bus Exterior Wrap
- Street/Driver Side & Curb/Passenger Side Coverage
- Measurements Vary by Bus Type
- Custom Templates Provided After Contract
- Single Advertiser Ownership

Coverage

- Systemwide
- Depot-Based Targeting Available

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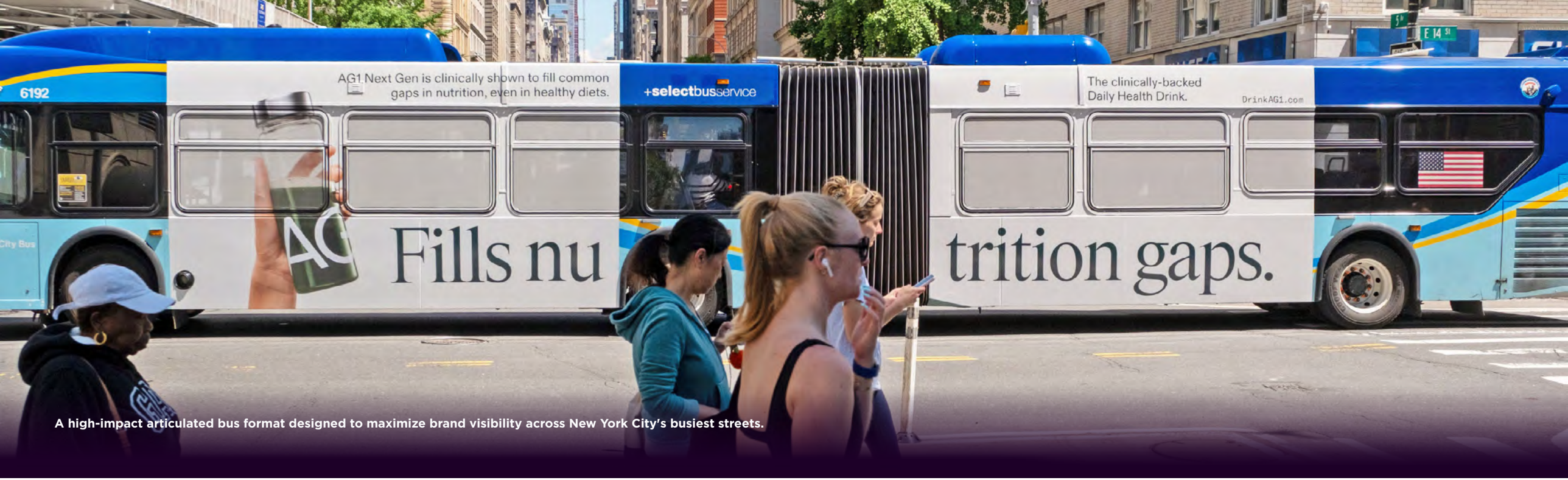

A high-impact articulated bus format designed to maximize brand visibility across New York City's busiest streets.

Ultra Super King Duo

Ultra Super King Duos utilize the expansive exterior panels of 60-foot articulated MTA buses to deliver bold, dual-sided messaging throughout key commercial corridors and neighborhood routes. Positioned at street level and traveling alongside pedestrians, drivers, cyclists, and transit riders, the format creates repeated exposure across some of the city's most active urban environments.

With larger creative space than traditional bus formats, Ultra Super King Duos are ideal for brand launches, entertainment campaigns, retail promotions, and advertisers seeking broad borough-level reach. The combination of scale, mobility, and frequency helps campaigns maintain a strong presence as buses move throughout the daily transit network.

Product Information

- Available on 60′ Articulated MTA Buses
- Dual-Side Exterior Placement
- Various Sizes Available
- Custom Templates Provided After Contract

Coverage

- Manhattan
- Brooklyn
- Bronx
- Queens

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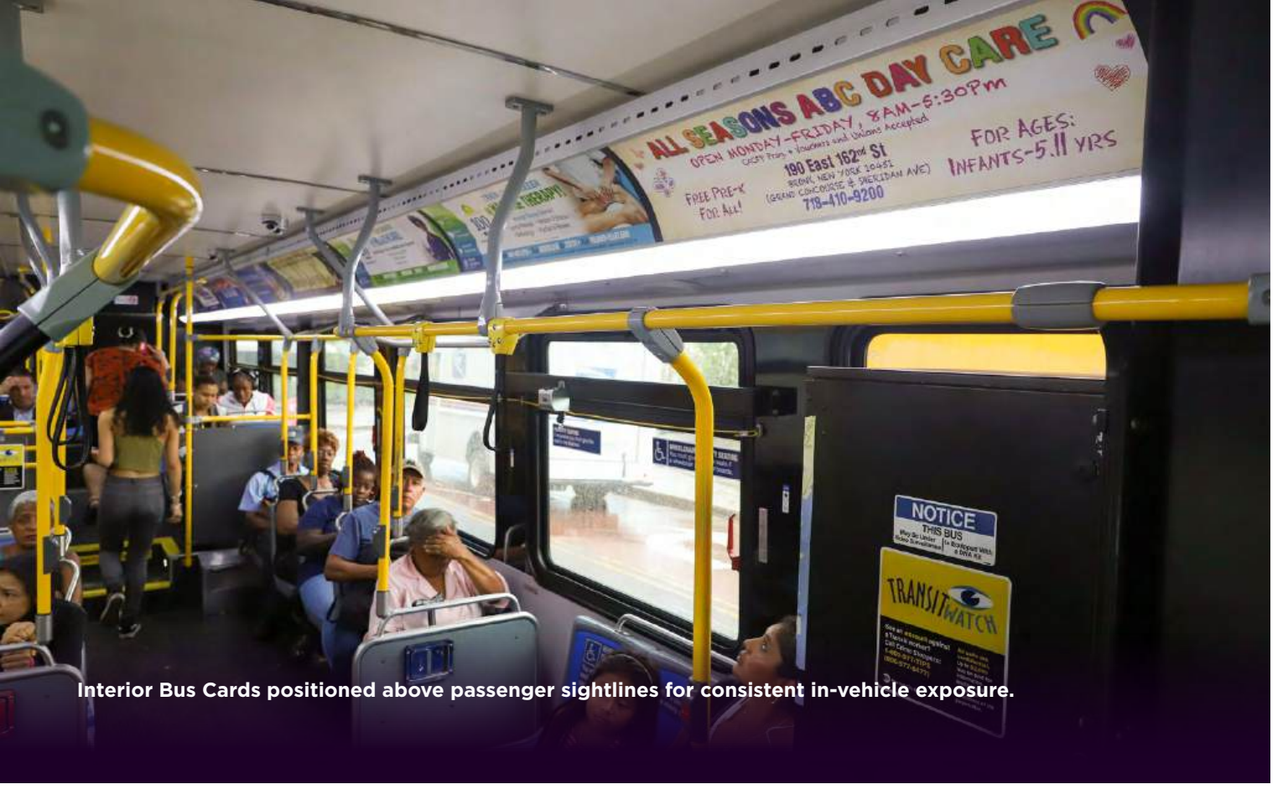

Interior Bus Cards positioned above passenger sightlines for consistent in-vehicle exposure.

Streamlined side-panel visibility across city streets and intersections.

Interior Bus Cards

Interior Bus Cards remain visible throughout the passenger journey, positioning brand messaging above rider sightlines inside NYC buses. Located within the vehicle environment, the format benefits from extended dwell time and repeated exposure as passengers travel between neighborhoods, commercial districts, and transit connections.

Well suited for educational messaging, public awareness initiatives, retail campaigns, and detailed brand communications, Interior Bus Cards allow advertisers to maintain a consistent presence throughout the duration of the ride.

Product Information

- 11”H x 46”W
- Brand Bus

Coverage

- Manhattan
- Brooklyn
- Queens
- Bronx
- Staten Island

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Commuter Rail

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Commuter Rail

Premium transit media reaching riders across New York's regional commuter network.

Commuter rail media connects brands with riders traveling between New York City, surrounding suburbs, and key tri-state communities. Reaching commuters, professionals, residents, students, and visitors during repeated weekly travel routines, this environment gives advertisers visibility across stations, platforms, rail cars, terminals, and major commuter hubs.

From station posters and digital networks to interior rail cards and full train wraps, OUTFRONT's commuter rail portfolio gives brands flexible ways to build awareness, reinforce messaging, and stay visible throughout the regional travel journey.

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
- Wrapped Married Pairs

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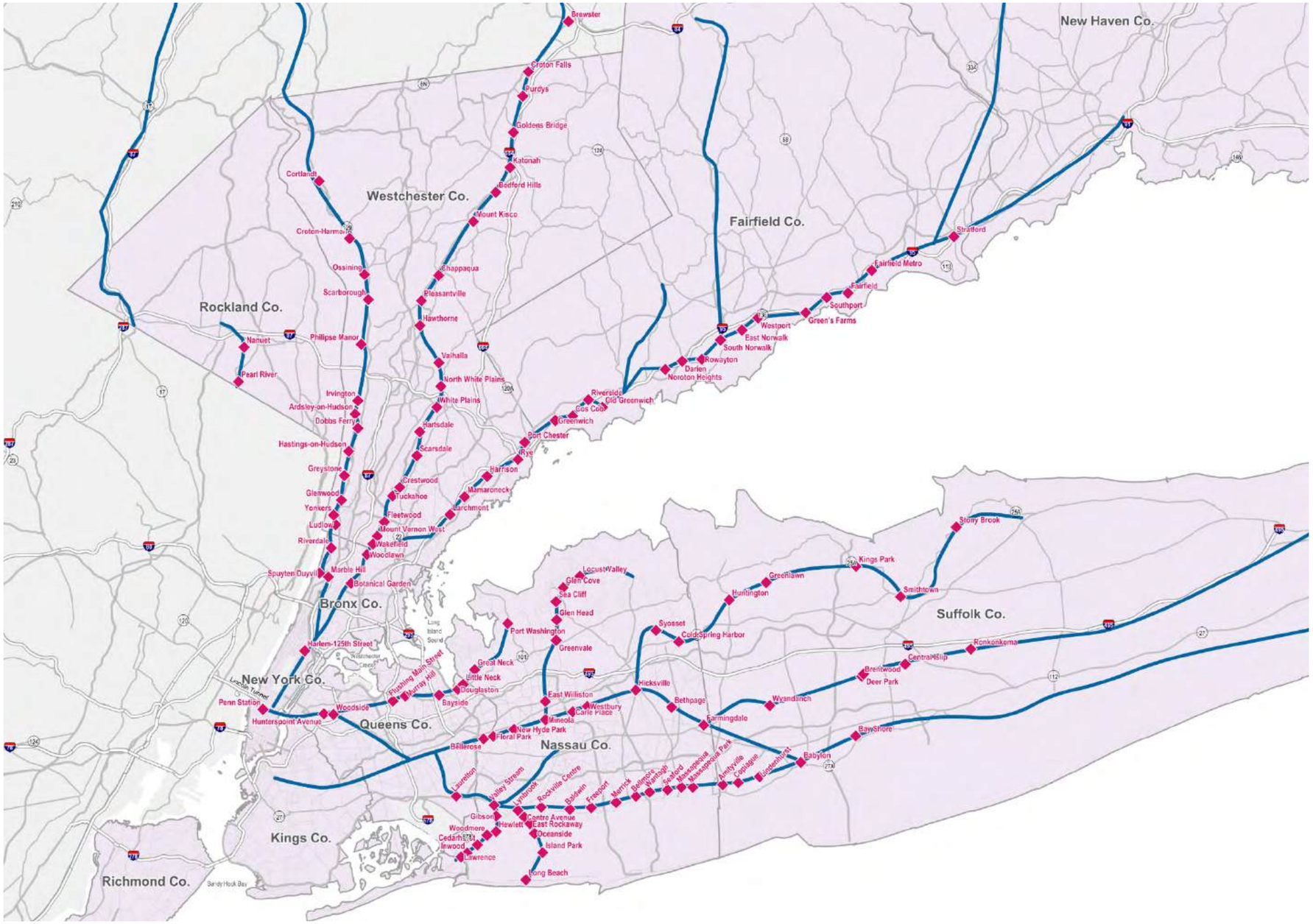
Commuter Rail Coverage

Connecting New York Beyond the Five Boroughs

LIRR and Metro-North extend brand visibility beyond the city, reaching commuters across Long Island, Westchester and surrounding markets as they travel to and from New York every day.



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Interior Rail Cards

In-car commuter rail media reaching riders during longer regional travel moments.

Interior Rail Cards place brand messaging inside commuter rail cars, reaching riders as they travel between New York City, Long Island, Westchester, Connecticut, and surrounding suburban communities. With placement inside the car environment, this format gives campaigns repeated visibility during longer rides, routine commutes, and focused travel moments.

Built for awareness, financial services, education, healthcare, retail, entertainment, and regional campaigns, Interior Rail Cards help brands stay visible to commuters, professionals, residents, students, and visitors throughout the commuter rail journey.

Product Information

- 33”H x 21”W

Coverage

- Metro-North Railroad
- Long Island Rail Road

In-car commuter rail visibility reaching riders during longer regional travel moments.

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Exclusive in-car brand presence reaching commuter rail riders throughout the journey.

Interior Full Brand Trains

Interior Full Brand Trains give advertisers ownership of the interior card placements within a commuter rail car, creating a cohesive brand environment throughout the rider journey. With no competing advertisers in the car, campaigns can use multiple messages to tell a broader story, reinforce key products, and stay visible during longer regional travel moments.

Built for premium awareness campaigns, financial services, education, healthcare, entertainment, and regional messaging, Interior Full Brand Trains help brands connect with commuters, professionals, residents, students, and visitors traveling across Metro-North Railroad and Long Island Rail Road.

Product Information

- 33”H x 21”W

Coverage

- Metro-North Railroad
- Long Island Rail Road

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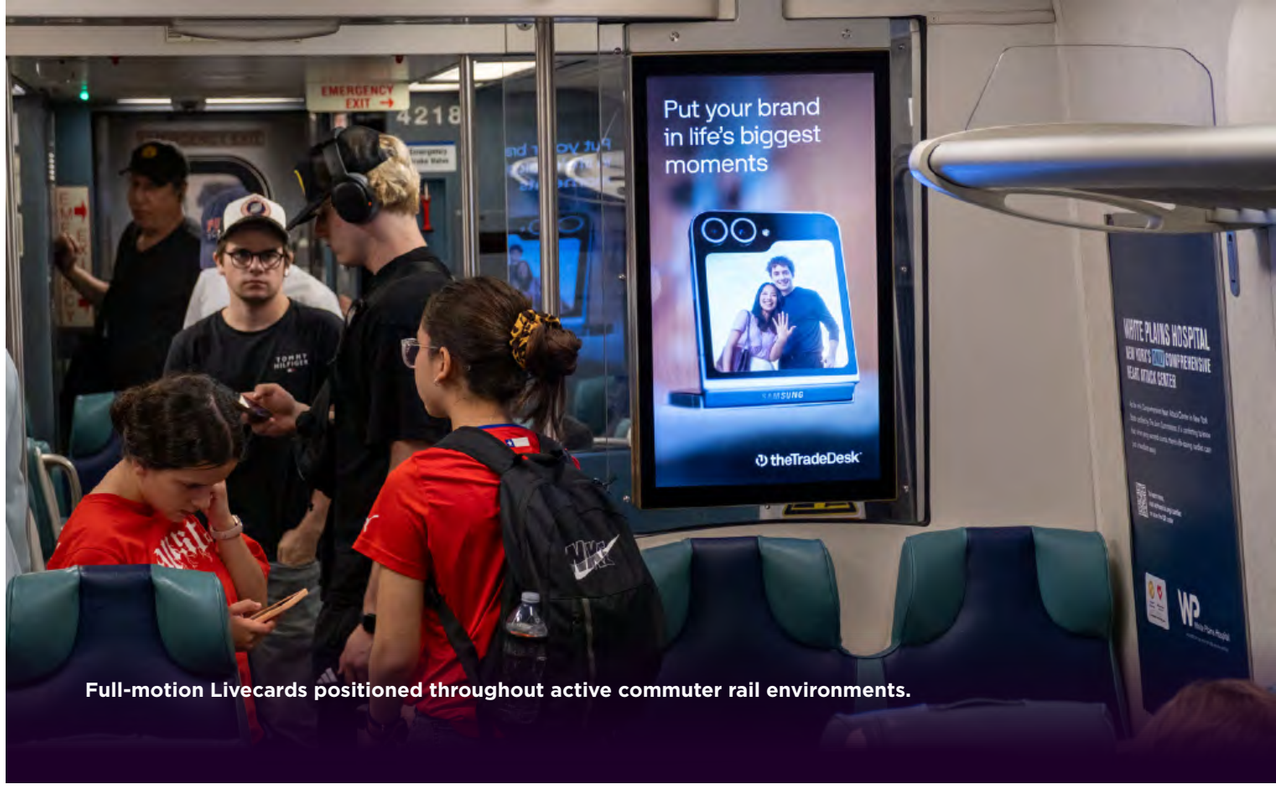
Digital in-car visibility reaching riders across longer commuter rail journeys.



Full-motion Livecards positioned throughout active commuter rail environments.

Commuter Rail Livecard Network

Commuter Rail Livecard Network brings full-motion and digital static messaging inside Metro-North Railroad and Long Island Rail Road cars, reaching riders during extended travel moments between New York City and surrounding suburban communities. With multiple screens per car and synchronized content, the network gives brands a premium digital presence in a focused commuter rail environment.

Built for awareness campaigns, financial services, education, healthcare, retail, entertainment, and regional messaging, Commuter Rail Livecards help brands stay visible to commuters, professionals, residents, students, and visitors across repeated weekly travel routines.

Product Information

- 4 Livecards Per Car
- LIRR (385 Cars) / MNR (355 Cars)
- Size: 31.55” 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

- Metro-North Railroad
- Long Island Rail Road

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Rail Platform Posters

Station-level media reaching commuter rail riders during moments of waiting and movement.

Rail Platform Posters deliver broad visibility across commuter rail stations, placing brand messages throughout platform environments, walkways, and passenger pathways. Available in multiple sizes and placements, these formats help advertisers maintain a consistent presence as riders wait, board, transfer, and exit throughout the station experience.

Positioned across Metro-North Railroad and Long Island Rail Road stations, Rail Platform Posters offer flexible opportunities for regional awareness, station-specific campaigns, market coverage, and frequency-building strategies. With 1-Sheet, 2-Sheet, and 3-Sheet formats available, advertisers can tailor campaigns to meet a variety of audience, budget, and creative objectives.

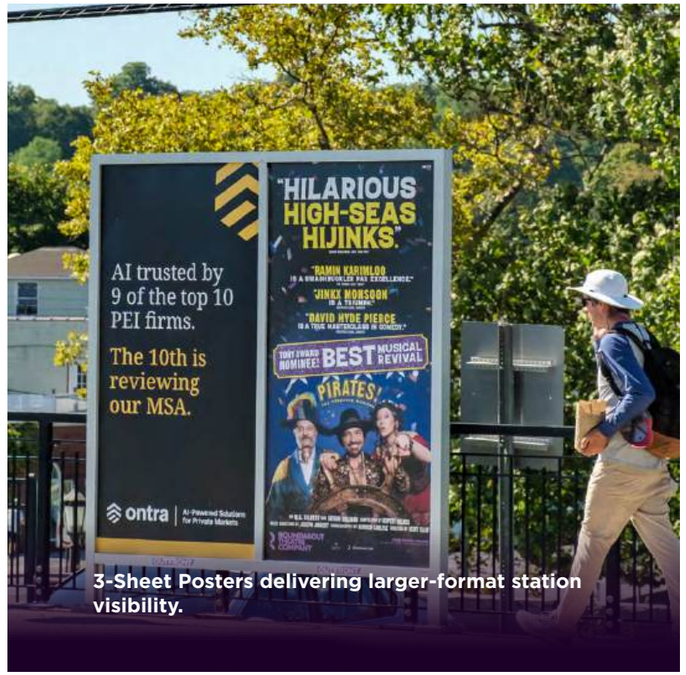
Product Information

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

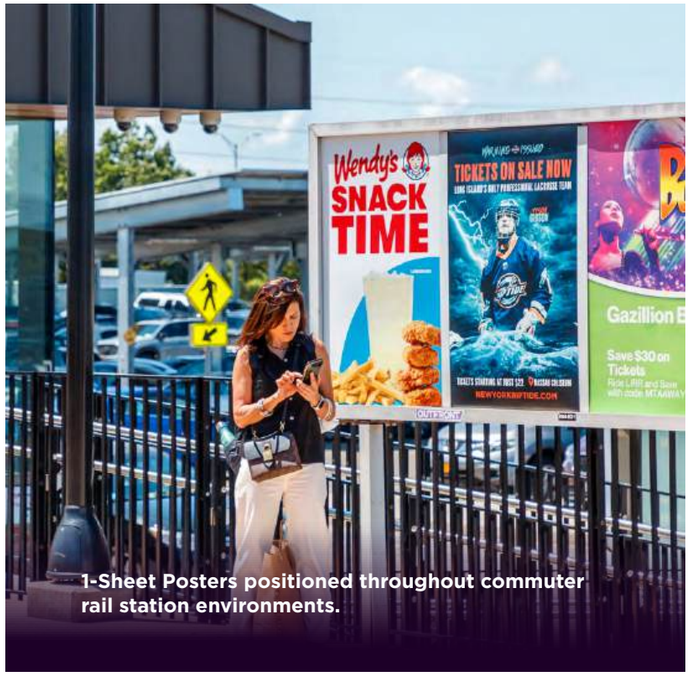
Coverage

- Metro-North Railroad
- Long Island Rail Road

2-Sheet Posters reaching riders along commuter rail platforms.



3-Sheet Posters delivering larger-format station visibility.



1-Sheet Posters positioned throughout commuter rail station environments.

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Eye-level platform visibility reaching riders in key Metro-North commuter stations.

Platform Kiosks

Platform Kiosks provide a dedicated advertising presence positioned directly along commuter rail platforms, delivering eye-level visibility where riders naturally pause and wait for arriving trains. Located within active boarding environments, these units create focused opportunities to capture attention during valuable dwell-time moments.

Ideal for regional branding, community outreach, healthcare, education, retail, and service-based campaigns, Platform Kiosks help advertisers connect with commuters through a consistent and highly visible platform presence. Their concentrated placement allows brands to deliver clear messaging within the environments where riders spend the most time before departure.

Product Information

- 26”H x 53”W

Coverage

- Metro-North Railroad
- Long Island Rail Road

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Commuter Rail Liveboard Network

Platform-level digital media reaching riders during high-dwell commuter moments.

Commuter Rail Liveboard Network brings full-motion and digital static messaging to commuter rail platforms across Metro-North Railroad and Long Island Rail Road stations. Positioned in high-traffic waiting and boarding areas, these portrait screens reach riders during longer dwell moments as they commute between New York City, surrounding suburbs, and regional business centers.

Available across network, station, and individual screen opportunities, Commuter Rail Liveboards are built for timely messaging, financial services, education, healthcare, retail, entertainment, and regional campaigns looking to connect with riders during routine travel patterns.

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

- 240+ Screens
- 30 Stations

Metro-North Railroad

- 230+ Screens
- 23 Stations

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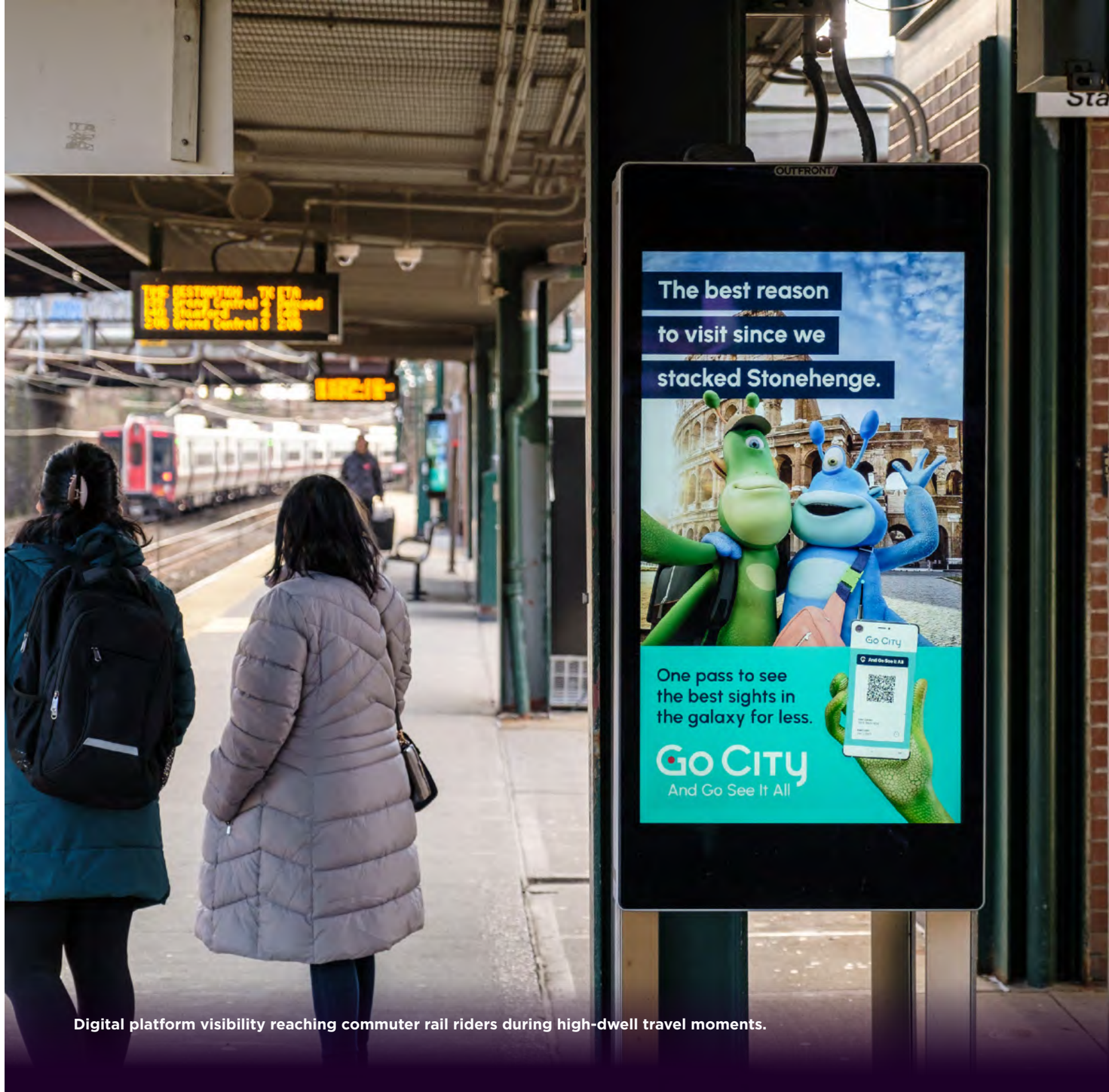

Digital platform visibility reaching commuter rail riders during high-dwell travel moments.

Penn Station Digital Network

A high-dwell digital network reaching LIRR riders inside one of New York's busiest commuter hubs.

Penn Station Digital Network delivers continuous digital visibility throughout key Long Island Rail Road passenger pathways, placing brand messaging directly within the daily flow of commuters navigating Penn Station. Positioned near track entrances, information areas, and major circulation corridors, the network reaches riders during active travel moments throughout the day.

Featuring 21 digital liveboards across single-screen and triptych configurations, the network supports timely messaging, full-motion creative, and dayparted campaigns. Designed for scale and frequency, Penn Station Digital Network helps brands maintain a consistent presence within one of the region's busiest transportation environments.

Product Information

- 21 screens: 18 singles and 1 triptych
- 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)

Coverage

- Penn Station
- Long Island Rail Road

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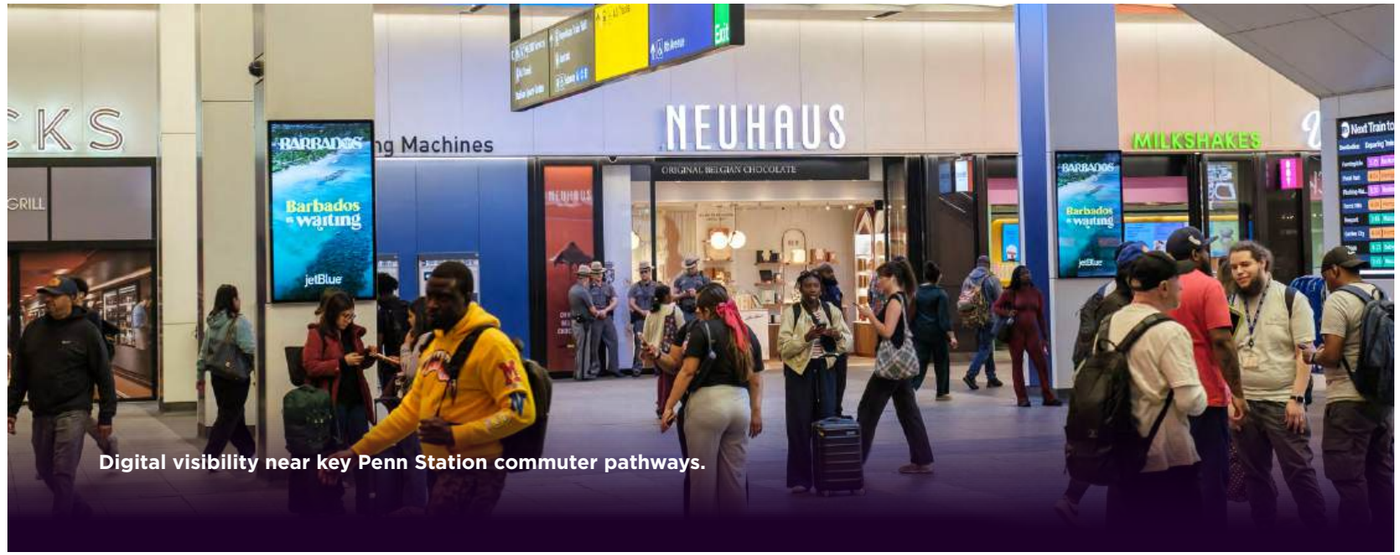
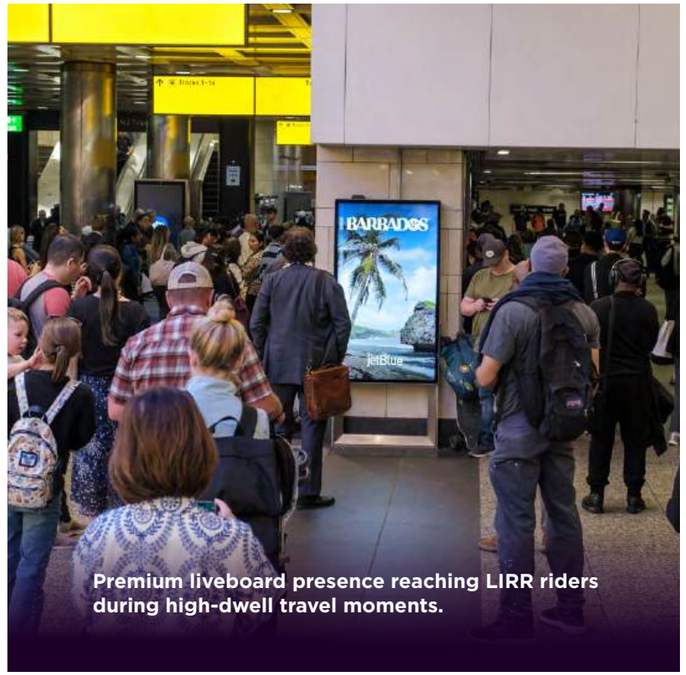
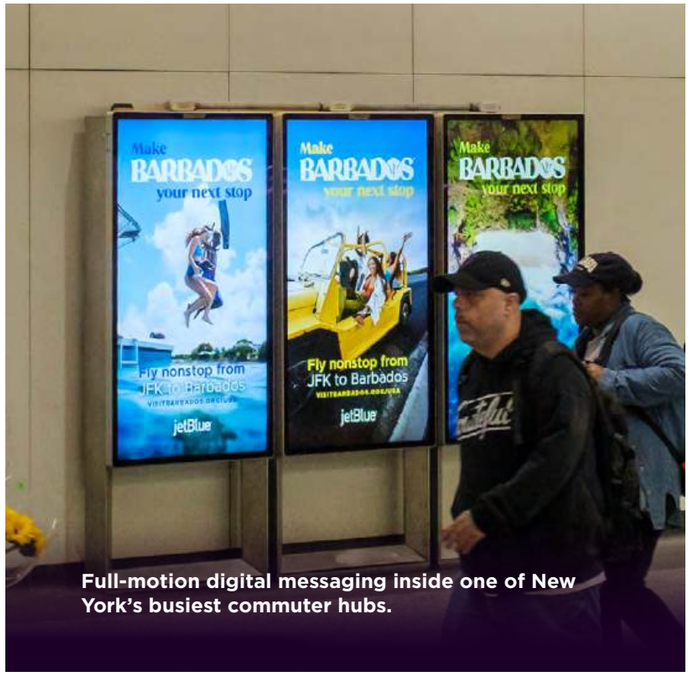


Digital visibility near key Penn Station commuter pathways.



Premium liveboard presence reaching LIRR riders during high-dwell travel moments.



Full-motion digital messaging inside one of New York's busiest commuter hubs.

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Large-format digital visibility inside Grand Central Terminal's Main Concourse.

Grand Central Digital Dioramas

Grand Central Digital Dioramas place brand messaging within one of New York City's most recognizable transportation landmarks. Located throughout the historic Main Concourse, these large-format displays create a highly visible presence among commuters, business travelers, shoppers, and visitors moving through the terminal each day.

With prominent placement and expansive screen dimensions, the Dioramas are designed for maximum creative impact and visual storytelling. Their iconic setting makes them ideal for brand launches, luxury campaigns, entertainment releases, and other high-profile initiatives seeking standout visibility in Midtown Manhattan.

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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Digital visibility along high-traffic pathways inside Grand Central Terminal.

Grand Central Liveboard Network

Located along key pedestrian pathways surrounding Grand Central's Main Concourse, the Grand Central Liveboard Network reaches audiences as they move between transit connections, retail destinations, and terminal entrances. Positioned across active circulation routes, the network delivers repeated exposure throughout the daily travel journey.

Featuring 15 digital screens across multiple terminal touchpoints, the network is designed to build frequency among commuters, business travelers, shoppers, and visitors moving through one of New York's busiest transportation hubs.

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 Subway
- Grand Central Market

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Grand Central Shed Liveboard Network

Digital platform-level media reaching Metro-North riders during peak commuter movement.

Positioned throughout Grand Central's Metro-North train shed, the Shed Liveboard Network reaches riders during active boarding, arrival, and departure periods. Located adjacent to platforms and passenger waiting areas, the network remains visible during some of the terminal's most engaged commuter moments.

With 86 screens across the Grand Central train shed, this network is built for financial services, B2B, technology, education, healthcare, travel, and regional campaigns looking to connect with commuters moving between New York City, Westchester, Connecticut, and surrounding suburban communities.

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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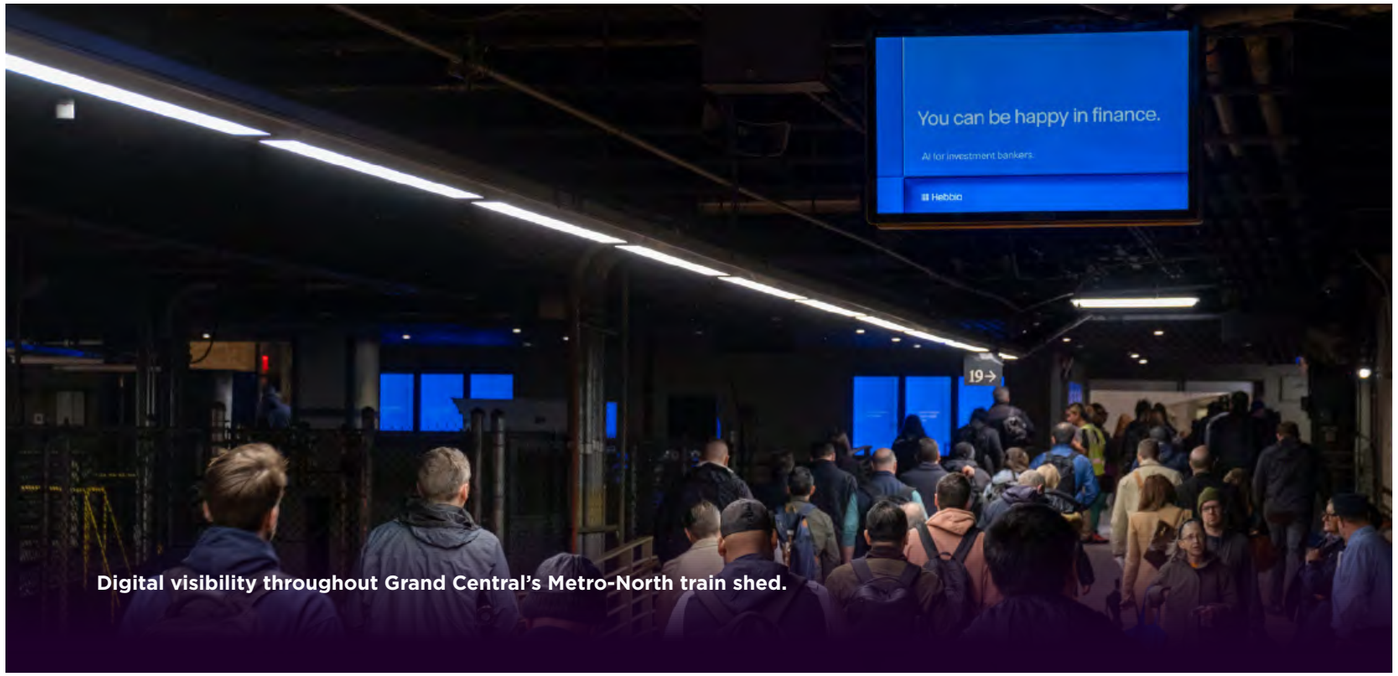
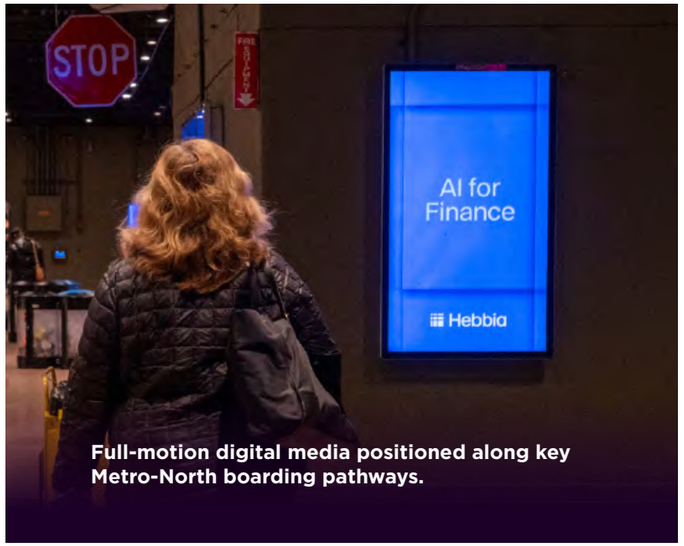
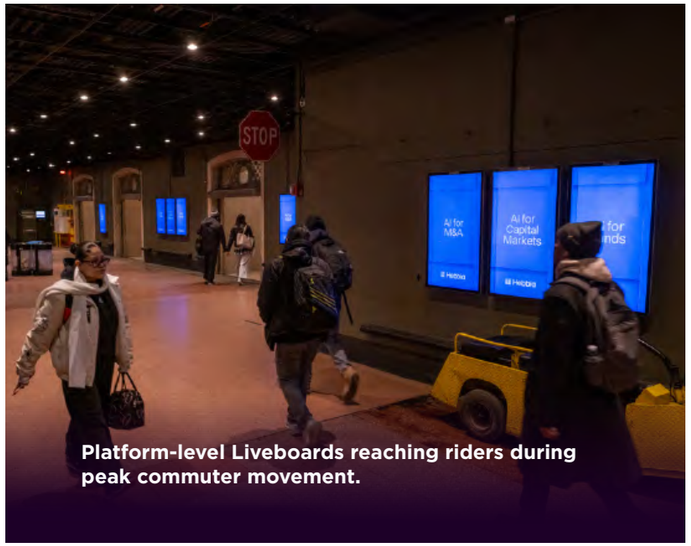


Digital visibility throughout Grand Central's Metro-North train shed.



Full-motion digital media positioned along key Metro-North boarding pathways.



Platform-level Liveboards reaching riders during peak commuter movement.

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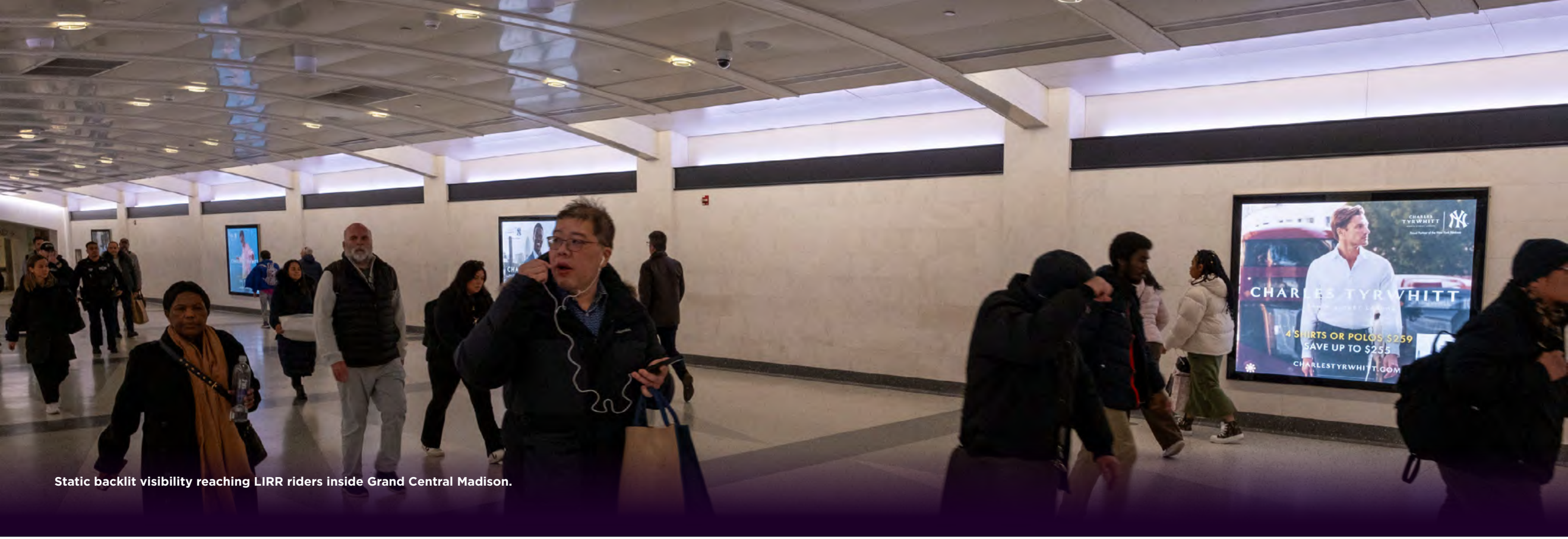

Static backlit visibility reaching LIRR riders inside Grand Central Madison.

Grand Central Madison Backlit Dioramas

Showcasing large-format illuminated creative throughout Grand Central Madison, Backlit Dioramas deliver a bold visual presence within one of New York's newest commuter rail environments. Their expansive format is designed to maximize creative impact within highly traveled corridors.

Positioned along major passenger pathways, these displays are well suited for financial services, luxury, healthcare, education, travel, and retail campaigns seeking strong visual prominence among Long Island Rail Road riders.

Product Information

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

Coverage

- Grand Central Madison
- Long Island Rail Road

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Exterior rail wraps moving across Metro-North and Long Island Rail Road routes.

Grand Central Madison Liveboard Network

Integrated throughout Grand Central Madison's contemporary concourses and circulation areas, the Liveboard Network connects advertisers with Long Island Rail Road riders navigating one of the region's newest transit facilities. The network maintains visibility across key passenger routes linking platforms, corridors, and station entrances.

With eight 65” portrait screens and full-motion capabilities, the network is built for timely messaging, financial services, luxury, travel, education, healthcare, retail, entertainment, and commuter-focused campaigns targeting LIRR riders in a modern terminal setting..

Product Information

- 1 Triptych and 8 Single 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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Rail Station Dominations

Immersive commuter rail takeovers built for high-impact station presence.

Rail Station Dominations transform entire station environments into branded experiences, extending messaging across multiple media formats and passenger touchpoints. By combining assets throughout a station, campaigns create a unified visual presence from arrival through departure.

With media varying by station, Rail Station Dominations are built for premium awareness, financial services, luxury, entertainment, travel, education, healthcare, and regional campaigns looking to create a memorable presence inside New York's commuter rail network.

Product Information

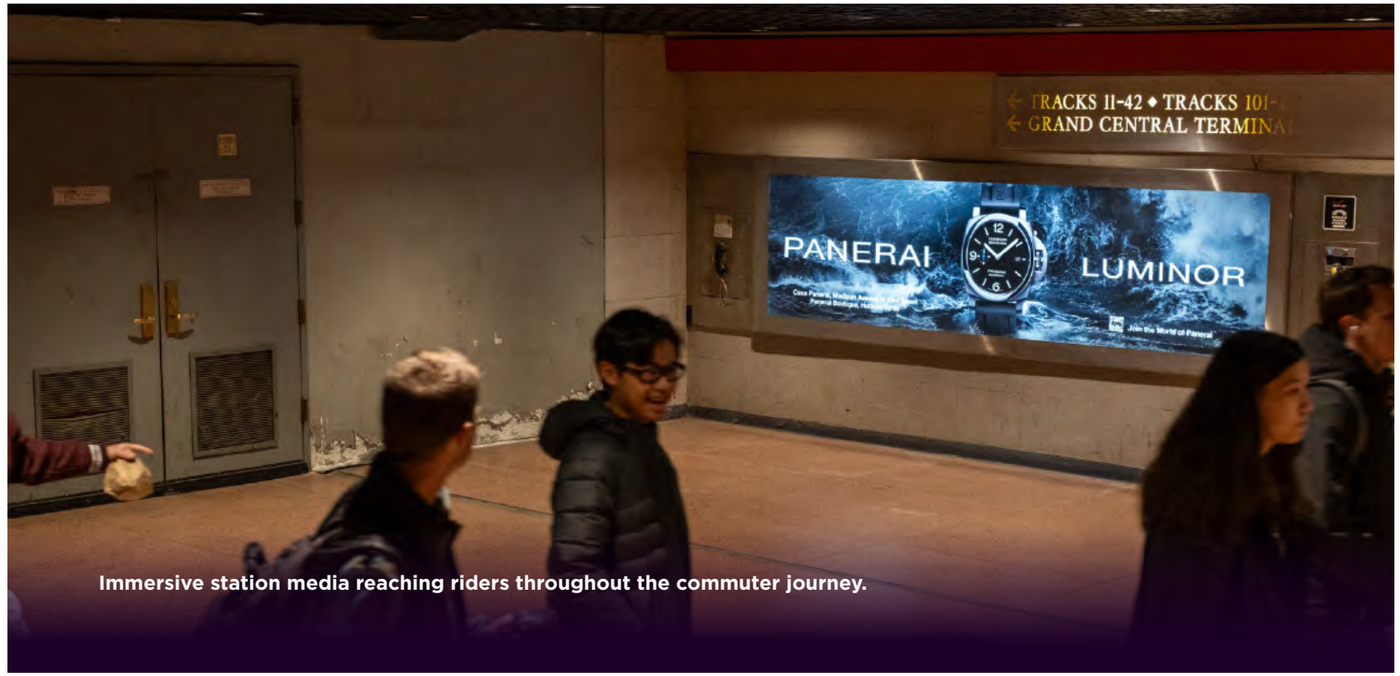
- Media varies by station

Metro-North Railroad

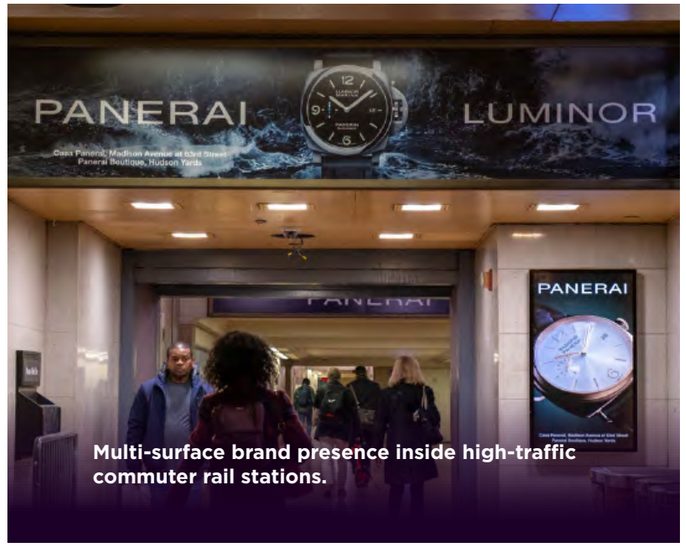
- Grand Central North
- Yankee Stadium
- Stamford Station
- Greenwich Station (Saturation)

Long Island Rail Road

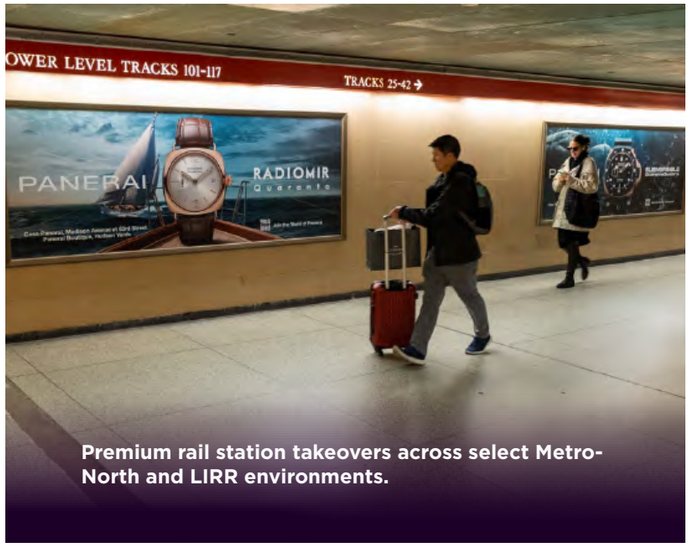
- Citi Field
- Moynihan Train Hall – Lower Level



Immersive station media reaching riders throughout the commuter journey.



Multi-surface brand presence inside high-traffic commuter rail stations.



Premium rail station takeovers across select Metro-North and LIRR environments.

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Exterior rail wraps moving across Metro-North and Long Island Rail Road routes.

Wrapped Married Pairs

Wrapped Married Pairs transform commuter rail cars into moving brand statements, extending campaign visibility across Metro-North Railroad and Long Island Rail Road service areas. The large-scale exterior format creates exposure both within stations and along rail corridors throughout the region.

Built for major launches, retail campaigns, entertainment releases, financial services, travel, and regional awareness, Wrapped Married Pairs help brands create a memorable presence across New York's commuter rail system.

Product Information

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

Coverage

- Metro-North Railroad
- Long Island Rail Road

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OUTFRONT

Street Furniture

Last Revised 10/13/2026

Street Furniture

Street-level media reaching pedestrians, commuters, and neighborhood audiences where daily life happens.

Street furniture media gives brands high-frequency visibility across New York's sidewalks, subway entrances, intersections, and neighborhood corridors. Positioned in the pedestrian environment, these formats reach subway riders, commuters, shoppers, residents, tourists, drivers, and local street-level audiences throughout the day.

From static Urban Panels to digital and full-motion Video Urban Panels, OUTFRONT's street furniture portfolio gives advertisers flexible ways to build awareness, deliver timely messaging, and stay visible in the places where New Yorkers walk, wait, travel, and move through the city.

Street Furniture Media

- Urban Panels
- Digital Urban Panels
- Video Urban Panels

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Full-motion street-level media built for dynamic storytelling in high-traffic pedestrian environments.

Video Urban Panels

Video Urban Panels bring motion, color, and energy to New York's street-level media landscape, giving brands a powerful way to capture attention above subway entrances and along busy pedestrian corridors. With full-motion video capabilities, this format is ideal for creative that benefits from movement, sequence, product action, trailers, launches, and high-impact visual storytelling.

Positioned throughout Manhattan, Brooklyn, Queens, and the Bronx, Video Urban Panels reach subway riders, pedestrians, shoppers, tourists, drivers, and neighborhood audiences during active moments of daily movement.

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

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Digital Urban Panels

Static digital media built for quick-read messaging at key subway entrance locations.

Digital Urban Panels give brands a clean, high-frequency digital presence in the street-level environments where New Yorkers enter, exit, and move around the subway system. Designed for static creative, this format is built for simple brand statements, promotional messaging, retail offers, product launches, directional campaigns, and creative that needs to be understood quickly.

With 450+ screens across Manhattan, Brooklyn, Queens, and the Bronx, Digital Urban Panels help advertisers stay visible throughout the day with flexible messaging that can be updated across active pedestrian and commuter corridors.

Street Furniture Media

- 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

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Static digital visibility built for quick-read messaging above subway entrances and street-level corridor.

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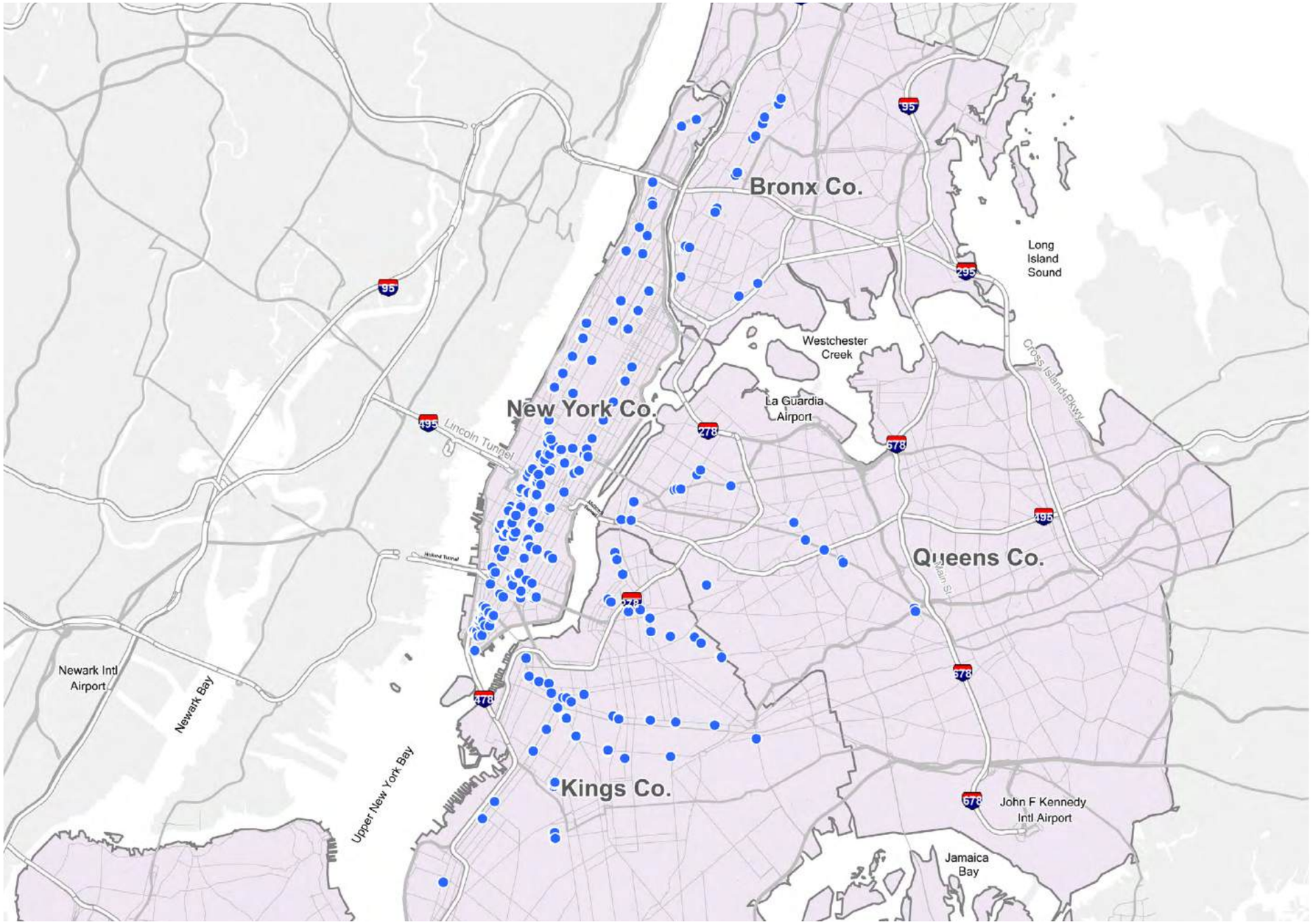
Digital & Video Urban Panel Coverage

At Street Level, In the Heart of New York

Urban panels place dynamic digital messaging directly into New York's busiest pedestrian environments, giving brands high-frequency visibility where people walk, shop, work and gather.



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Urban Panels

Static street-level media reaching pedestrians, subway riders, and neighborhood audiences.

Urban Panels place brand messaging above subway entrances and along high-traffic pedestrian corridors, reaching New Yorkers as they walk, commute, shop, and move through the city. Raised above sidewalk level, the format creates clear sightlines for pedestrians, drivers, subway riders, and nearby street-level audiences.

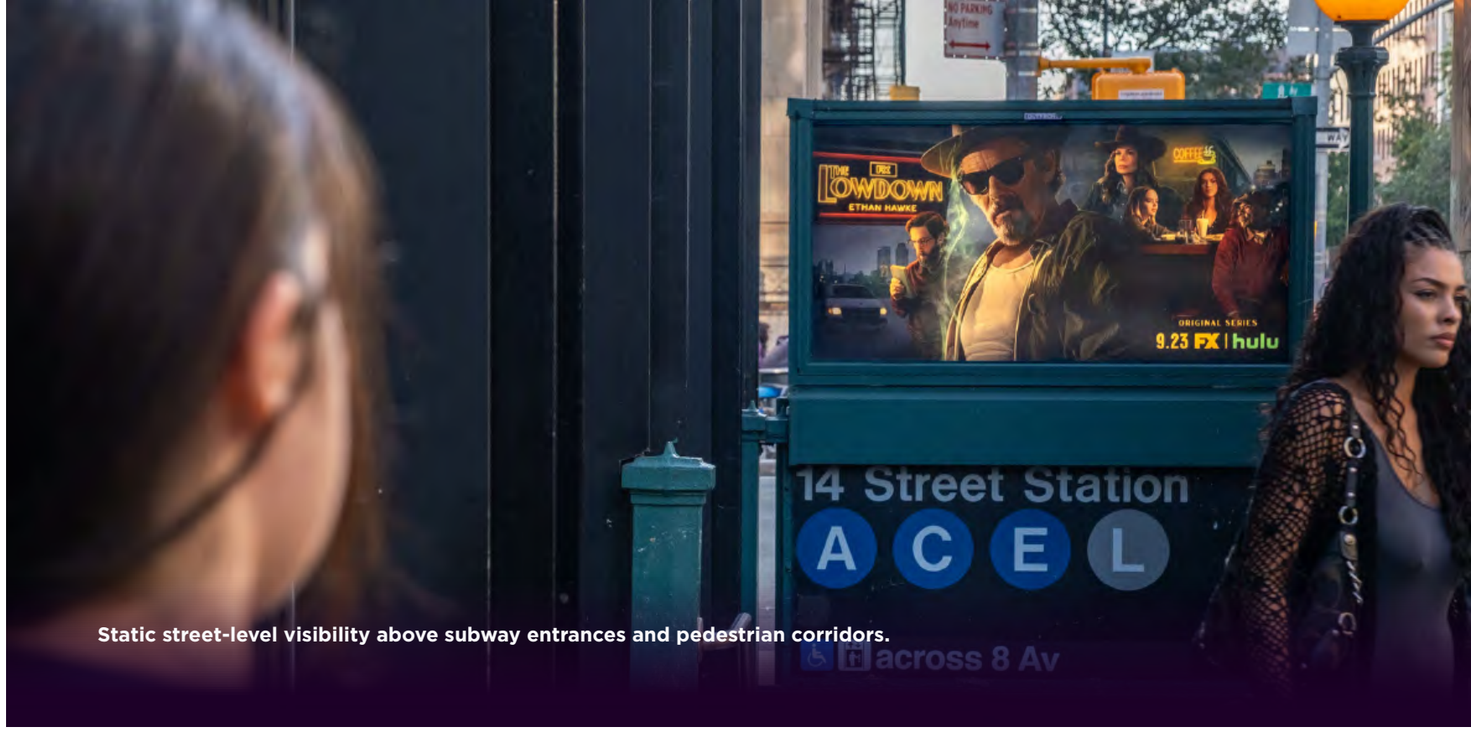
Built for always-on awareness, retail campaigns, entertainment releases, neighborhood messaging, and quick-read creative, Urban Panels give brands a consistent presence in active urban environments across Manhattan, Brooklyn, Queens, and the Bronx.

Product Information

- 30”H x 60”W

Coverage

- Manhattan
- Brooklyn
- Queens
- Bronx



Static street-level visibility above subway entrances and pedestrian corridors.

Always-on neighborhood presence in high-traffic urban environments.

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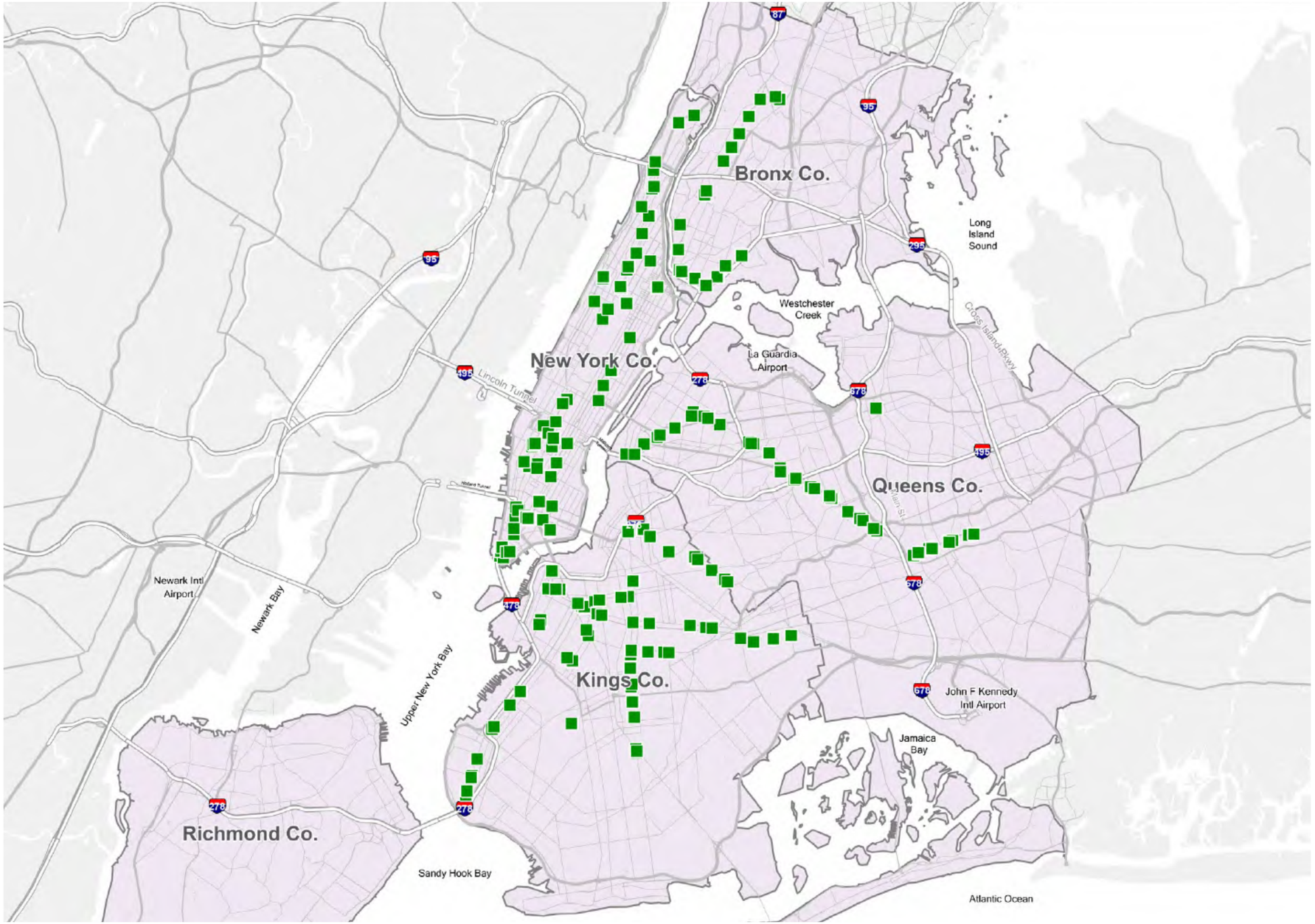
Urban Panel Coverage

Where New York Walks

Urban panels put brands directly into the pedestrian experience, creating consistent street-level visibility across busy neighborhoods, retail corridors and everyday walking routes.



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The Shops at Columbus Circle

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The Shops at Columbus Circle Exterior Media

Street-facing media creating high-impact visibility at one of Manhattan's busiest crossroads.

The Shops at Columbus Circle Exterior Media reaches audiences before they enter the destination, capturing attention from pedestrians, commuters, shoppers, tourists, hotel guests, and neighborhood traffic moving through Columbus Circle. Positioned around the exterior of Deutsche Bank Center, these placements create a strong first impression in a high-visibility environment adjacent to Central Park, Midtown West, and the Upper West Side.

With Broadway Showcases, entrance media, transparencies, and elevator wraps, these opportunities are built for brands looking to stand out at street level, drive destination awareness, and connect with audiences as they move through one of New York's most active retail and pedestrian corridors.

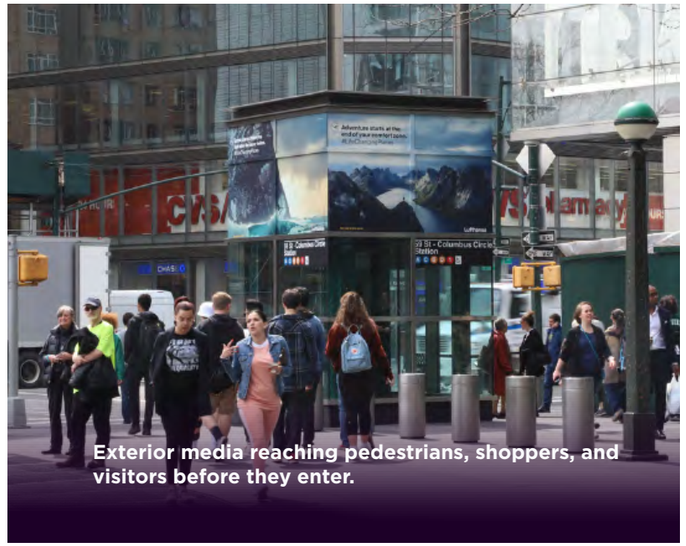
Product Information

- Broadway Showcase: 2 units
- Oversized Entrance Poster: 1 unit
- Entrance Transparency: 1 unit
- Elevator Wraps: 2 units

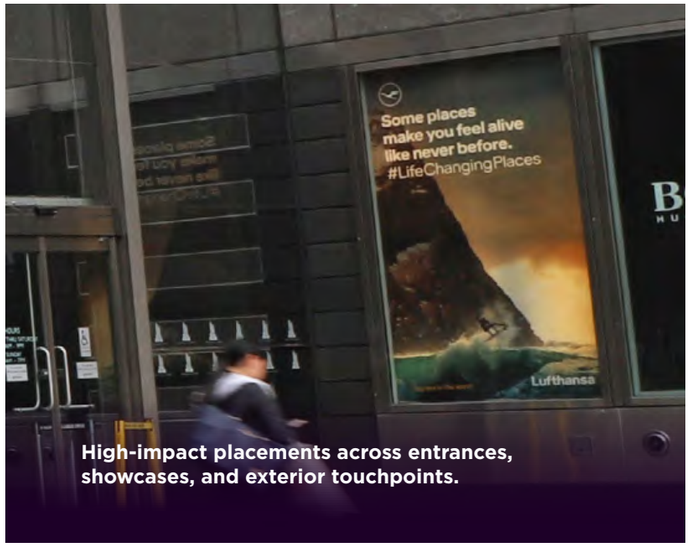
Coverage

- Deutsche Bank Center
- Columbus Circle
- Central Park
- Upper West Side
- Midtown West

Street-facing visibility at a premium Columbus Circle destination.



Exterior media reaching pedestrians, shoppers, and visitors before they enter.



High-impact placements across entrances, showcases, and exterior touchpoints.

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The Shops at Columbus Circle Interior Media

Premium in-destination media reaching shoppers, diners, and visitors as they explore The Shops.

Inside The Shops at Columbus Circle, brands can connect with audiences in a polished retail and dining environment where people are already shopping, browsing, meeting, dining, and spending time. Located within Deutsche Bank Center, these interior placements reach shoppers, tourists, residents, office workers, hotel guests, and commuters moving through one of Manhattan's most recognizable lifestyle destinations.

With Great Room Banners, interior kiosks, and digital screens positioned throughout the property, these opportunities are well suited for luxury, fashion, beauty, travel, dining, entertainment, and lifestyle campaigns looking to build presence in a premium destination setting.

Product Information

- Great Room Banners: 2 units
- Interior Kiosks: 20 units
- Digital Presence: 9 screens

Coverage

- Deutsche Bank Center
- Columbus Circle
- Central Park
- Upper West Side
- Midtown West

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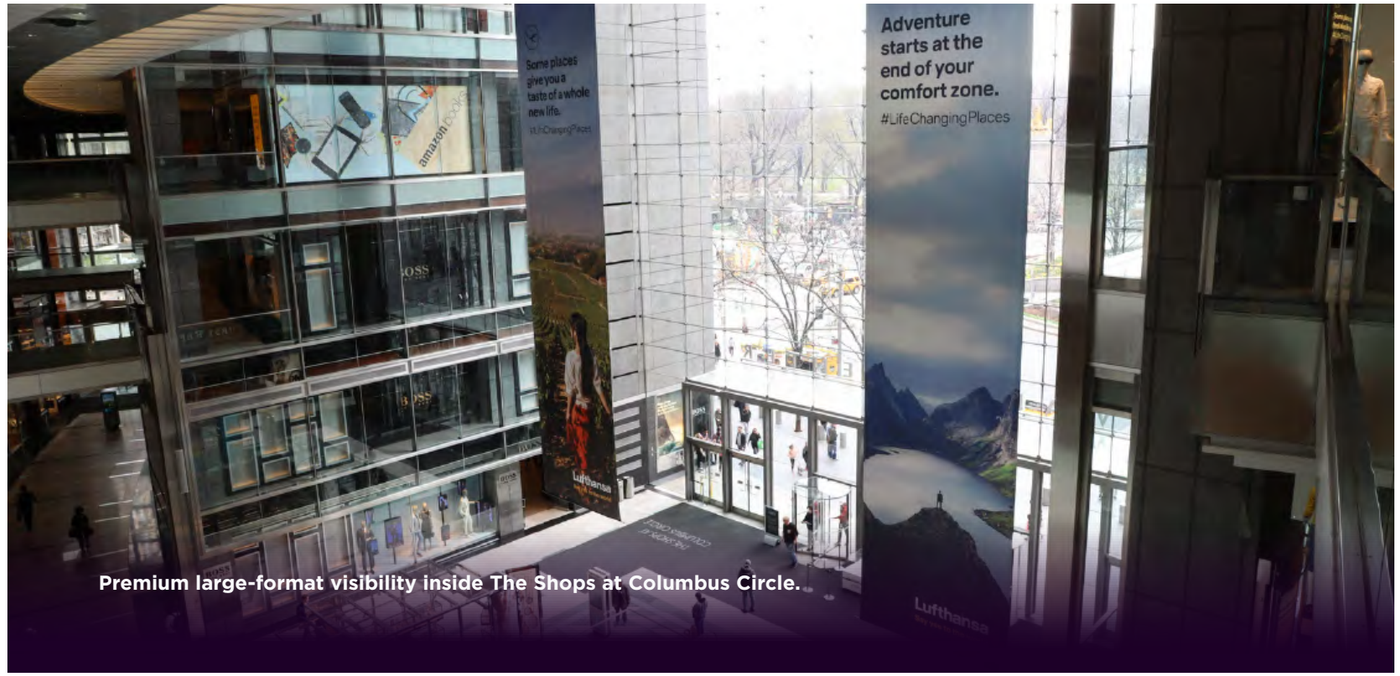
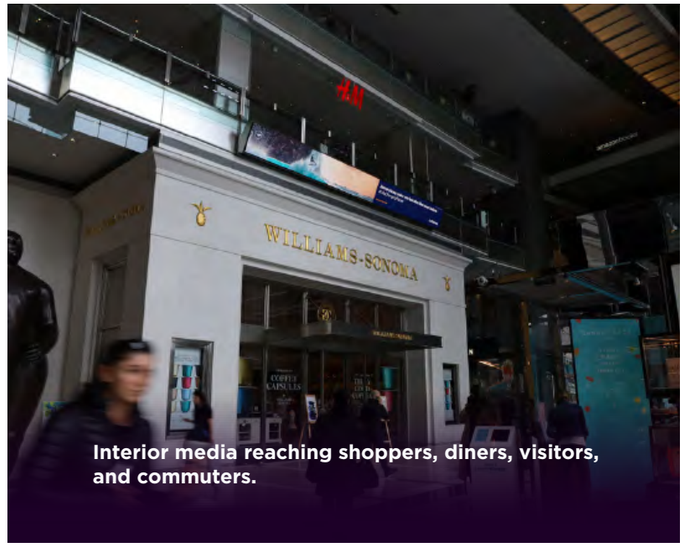
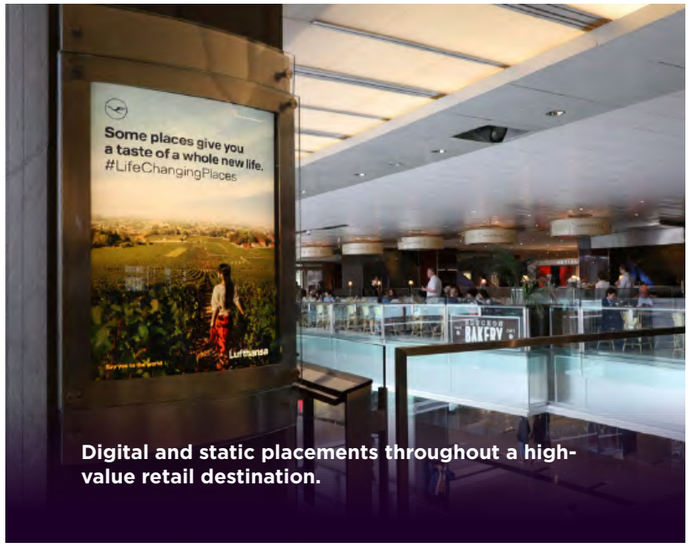


Premium large-format visibility inside The Shops at Columbus Circle.



Interior media reaching shoppers, diners, visitors, and commuters.



Digital and static placements throughout a high-value retail destination.

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OUTFRONT

East Hampton Airport

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East Hampton Airport

Premium airport media reaching high-value travelers at the gateway to the Hamptons.

East Hampton Airport gives brands a unique presence within one of the region's most exclusive seasonal travel environments. Serving private, charter, and regional aviation traffic across the East End of Long Island, the airport reaches affluent travelers, weekend residents, vacationers, executives, tastemakers, and visitors moving through the Hamptons market.

With backlit displays, poster opportunities, and magazine rack placements, East Hampton Airport media is built for luxury, fashion, beauty, travel, spirits, automotive, real estate, finance, and lifestyle brands looking to connect with a premium audience during arrival and departure moments.

Product Information

- Backlit displays: 72"H x 48"W
- Magazine rack: 25"H x 55.25"W
- Posters: various sizes

Coverage

- East Hampton Airport
- East Hampton
- Hamptons / East End Long Island

Premium airport visibility reaching Hamptons travelers during arrival and departure moments.

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OUTFRONT

Specialty & Experiential

Interactive Experiences

Super Graphics

Super Graphics turn buildings into brand statements, using advanced lighting technology and adhesives to create stunning visuals that command attention from miles away.

Projection Mapping

Projection mapping casts dynamic visuals and lighting effects onto buildings to create immersive performances that captivate audiences and elevate any brand event.

Drone/ Light Shows

Drone shows combine precision choreography with jaw-dropping visuals to tell a brand's story in the night sky. These shows deliver stunning visuals without the risks of traditional fireworks.

Fan Activation

Create a one-of-a-kind immersive fan experience where guests are surrounded by 360-degree, 4K visuals that deliver an unforgettable moment from every angle.

Temporary Event Digital

Leverage large-scale digital screens placed at strategic locations, such as in a Host City for the World Cup. These massive screens support 4K video content.

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Stadium Surround

Available in Top 50 Markets

Activate time-bound experiential moments tied to sporting milestones, designed to create spikes in attention, dominate cultural conversations, and generate real-world buzz.

Through timely, contextually relevant messages in close proximity to stadiums and everywhere else that fans can be found on game days, Stadium Surround creates a sense of rarity and urgency that fuels participation, exclusivity, and organic social amplification.

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Top 50 markets based on OUTFRONT inventory and population count.

Drone Shows

A new way to own the moment, OUTFRONT's Drone Shows are coordinated aerial performances that introduce a new dimension of IRL media, transforming the sky into a cinematic canvas where brands can create **unmissable, story-driven moments at city scale**.

It's the culmination of a larger campaign: the live headline moment that earns media, drives social sharing, and stops crowds in their tracks.

Available in Top 50 Markets

- **Brand Milestones**
- **Citywide Celebration**
- **Cultural Festivals**
- **Championship Events**
- **Concerts**
- **Product Launches**

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Top 50 markets based on OUTFRONT inventory and population count.

Lifestyle Centers

A **physical presence at the most critical moment** of the buyer's journey: that's the promise of lifestyle center media. After all, advertising here reaches consumers when they're **actively in the process of shopping**! Digital and traditional static formats are available.

* Format availability varies by city.

Cities

- Chicago, IL
- Dallas, TX
- Houston, TX
- Indianapolis, IN
- Las Vegas, NV
- Los Angeles, CA
- New York, NY
- Orange County, CA
- San Diego, CA
- Tampa, FL

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OUTFRONT

Second Screen Media

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Mobile Network & OTT/CTV

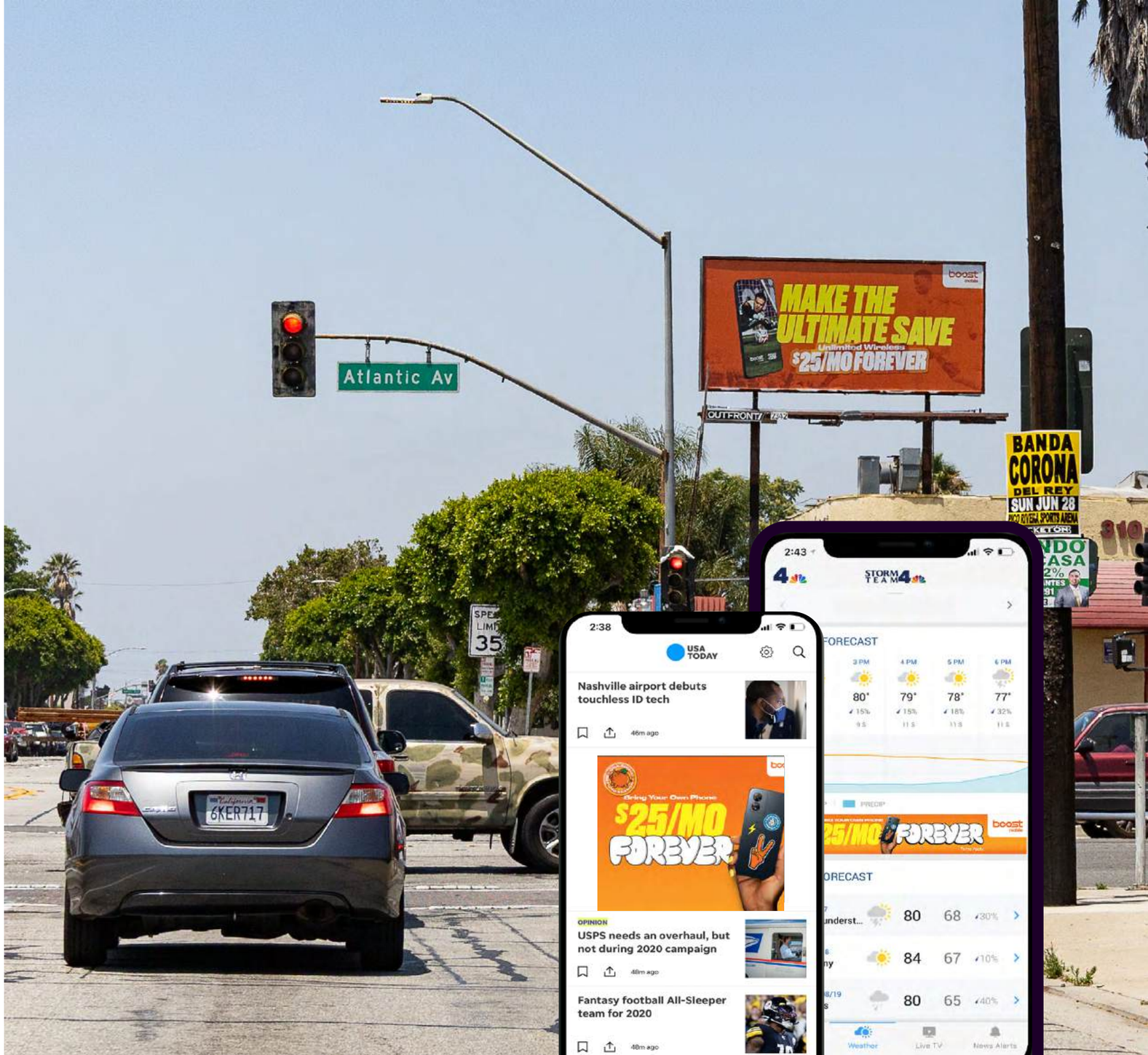
Amplify Your IRL Campaign Digitally

Seamlessly bridge the real world and the digital one with mobile retargeting that reinforces your campaign's message by delivering the same message to their mobile devices and connected televisions.

IRL media exposure makes a brand's audience **more likely to engage** with its ads elsewhere. That's why combining IRL media, television, and digital lifts campaign ROI by 27%.

Products

- Proximity Targeting
- Retargeting
- Behavioral or Brand Targeting
- Transit system audience targeting



Source: Analytic Partners, 2024

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Social Amplification

From IRL to URL

IRL media is **timely, unmissable, and culturally relevant**. It reaches and resonates; the audience engages and amplifies. And then you see it scrolling down your social feed.

Maybe it's your favorite creator partnering with your favorite brand on a billboard. Sometimes it's a subway ad that deliberately provokes an emotional response. And once in a while, it's a cryptic inside joke that only makes sense to its intended audience.

IRL media does more than challenge advertisers to show up in the world differently. It rewards those that do. Compared to other ad mediums, it's proven to drive **7x more social posts, 6.5x more video posts, and 5.9x more social searches**, dollar for dollar.

Whatever the reason an IRL ad shows up on your timeline, it's a reminder that physical presence is more compelling than a screen, while still compelling on one.

Source: Comscore, 2022

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