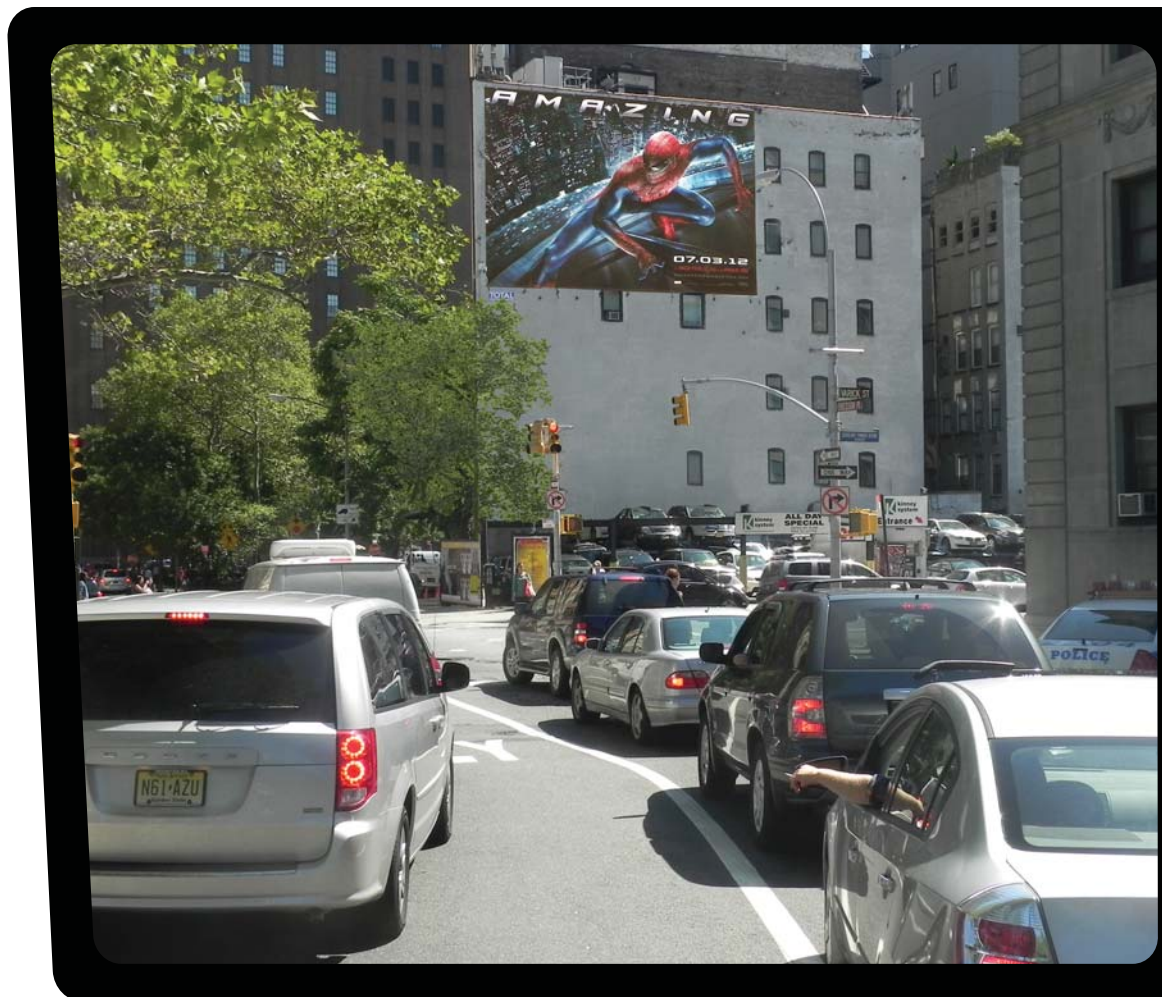


*new york media kit 2012*







**TOTAL OUTDOOR**

- Wallscape
- Digital Spectacular
- Greenwich Plaza Train Station

NEW YORK MARKET

● 823  
● 590  
● 524  
● 260  
● 157  
● 550  
● 109  
● 1

● 823  
● 570  
● 590  
● 524  
● 260  
● 1  
● 157  
● 550  
● 10  
● 109



Size: 30' x 44'  
Facing: West  
Latitude: 40.720385  
Longitude: -74.006834  
EOI: 188,371  
Illuminated: No  
Zip code: 10013

## NEW YORK

NY010 • Holland Tunnel, Beach St. SL 100' E/O Varick St. F/W



### RIDE DESCRIPTION:

TRIBECA - This 30' x 44' wallscape is in one of the most exclusive and eclectic neighborhoods in Manhattan. Two blocks from an endless array of fashion, leisure, and commerce. Visible from traffic exiting the Holland Tunnel and only steps from the chicest downtown New York hotels and restaurants, which include Nobu, Bouley, and the Tribeca Grand Hotel.

Additionally, this location is among the most stylish downtown New York shopping including designer boutiques, furniture showrooms and art galleries, not to mention dozens of New York nightlife locales.



Size: 14' x 48'  
Facing: North  
Latitude: 40.718617  
Longitude: -74.000314  
EOI: 248,477  
Illuminated: No  
Zip code: 10013

## NEW YORK

NY109 • Lafayette St. EL 90' S/O Canal St. F/N



### RIDE DESCRIPTION:

TRIBECA - This 14'x48' wallscape is located at the vibrant and very busy intersection of Lafayette & Canal Street. Lafayette serves as a main arterial headed south to lower Manhattan and Canal is a major arterial connecting the east and west sides of Manhattan.

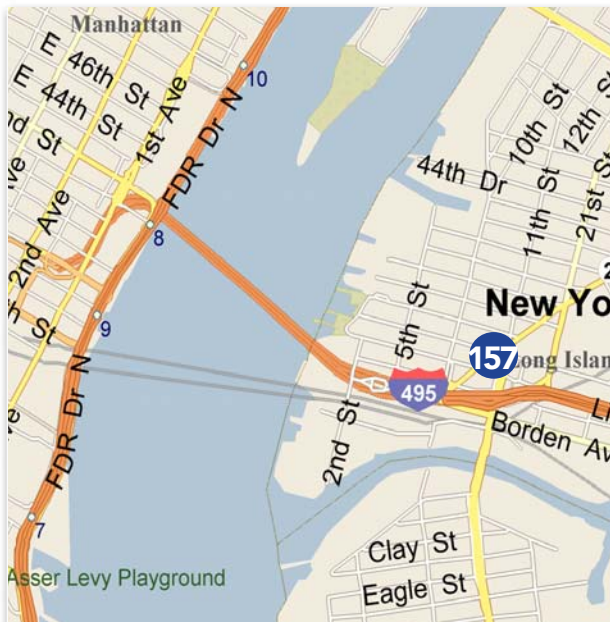
This area is congested with both vehicular and pedestrian traffic. The wallscape has an unimpeded multiple-block approach and is directly visible from the entrance to the new Soho Mondrian Hotel. Just one block from Chinatown, Little Italy, and the charm of Greenwich Village, this unit is surrounded by world-famous New York City dining, nightlife, and shopping.



Size: 17' x 16'  
Facing: East  
Latitude: 40.742414  
Longitude: -73.951975  
DEC: 95,000  
Illuminated: Yes  
Zip code: 11101

## NEW YORK

NY157 • 11th St., (Long Is. Xwy & Pulaski Brg) WL 33' N/O 50th St., F/E



### RIDE DESCRIPTION:

**MANHATTAN** - This 17'h x16'w wall display shows to inbound Manhattan traffic on the final approach to the toll plaza and tunnel. The QMT is considered the main gateway for all traffic coming from the east including the highly sought after Long Island commuters as well as the vast majority of traffic coming into midtown from both JFK and LAG airports.

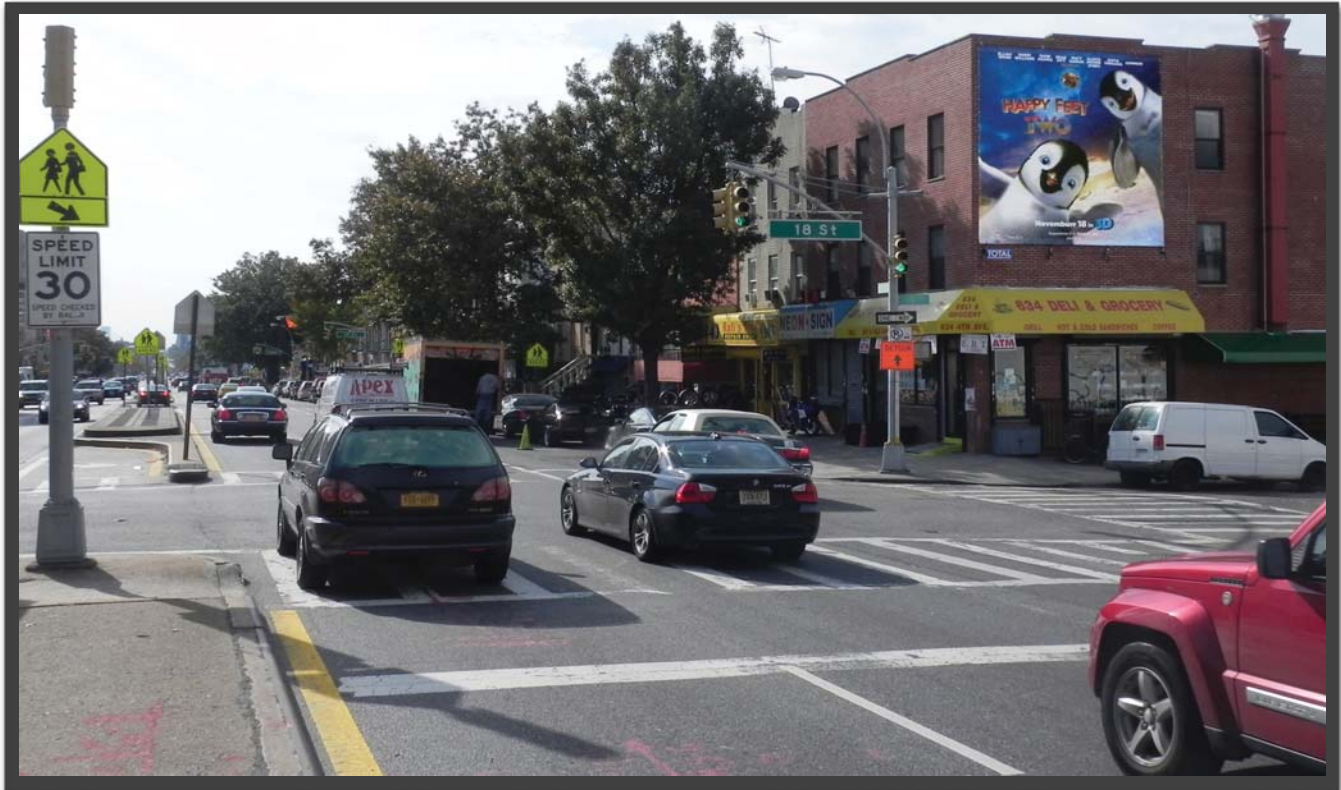
With long dwell times during both morning and evening drive times displays in this area are ideal for showcasing brands in the auto, financial, fashion, telecom, media, entertainment and luxury goods categories.

Over the past two years demand has outstripped supply as over 60 ad faces were deemed illegal can no longer accept third party advertising. This display offers valuable coverage at one of the most coveted entrances into Manhattan.

Size: 16' x 16'  
Facing: North  
Latitude: 40.664434  
Longitude: -73.994178  
DEC: 73,000  
Illuminated: Yes  
Zip code: 11215

## NEW YORK

NY160 • 4th Avenue WL 25' S/O 18th St. F/N



### RIDE DESCRIPTION:

**PARK SLOPE** - This highly visible 16'x16' wallscape is located on 4th Ave in Park Slope, one of Brooklyn's most treasured neighborhoods. 4th Ave is one of Park Slope's major roadways with significant vehicle and pedestrian traffic. One of only a few large format displays available in this coveted neighborhood.

This neighborhood has become an urban oasis just outside of Manhattan and home to some of the most famous Brooklyn attractions. Park Slope has become a premier cosmopolitan destination with its many vintage shops, restaurants, pubs, and clubs.

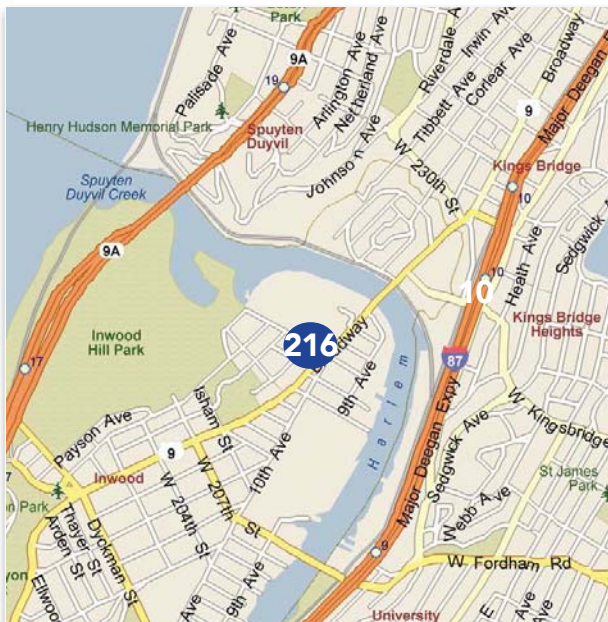
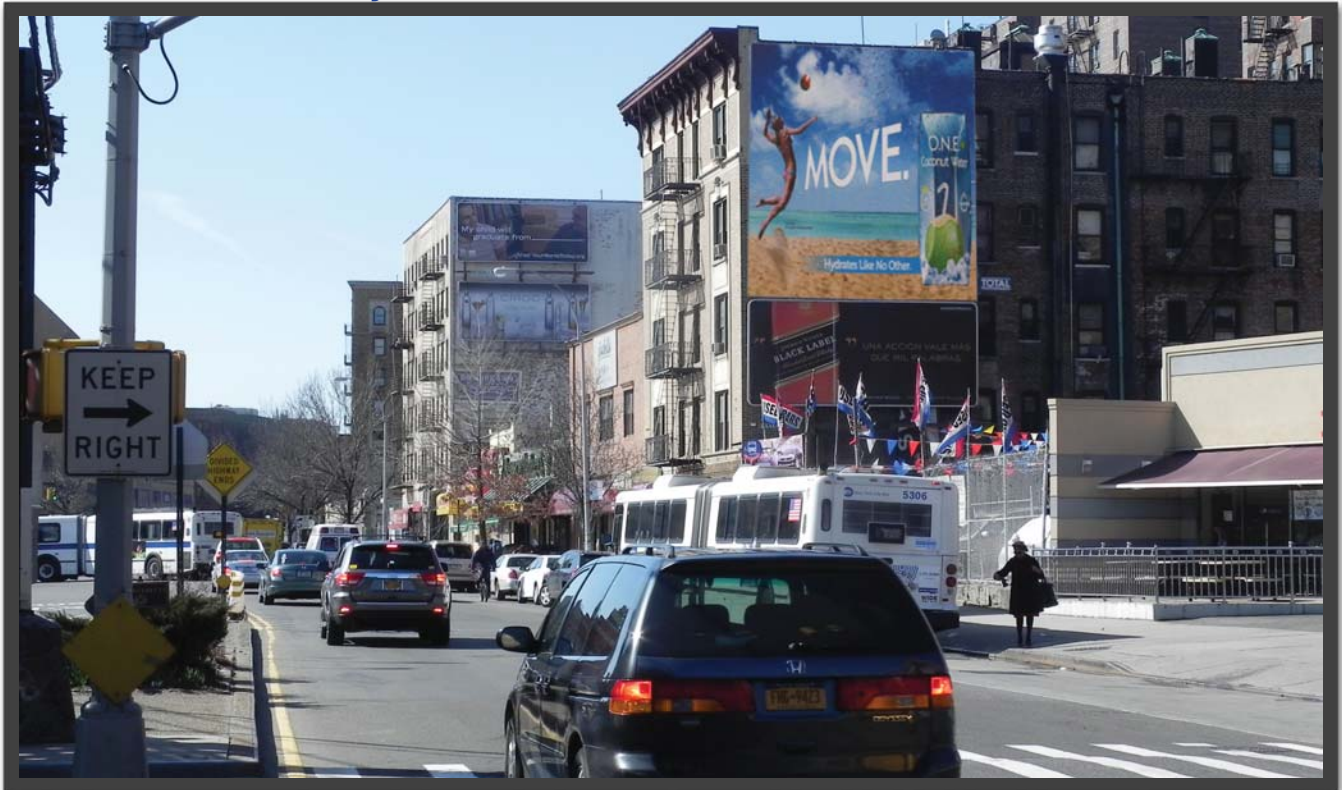
Some of the more famous attractions in close proximity to this unit include, the new Barclays Center, Hotel Le Bleu, Blue Ribbon restaurant, Brooklyn Academy of Music, and the Brooklyn Cruise Terminal.



Size: 26' x 24'  
Facing: North  
Latitude: 40.871002  
Longitude: -73.914526  
EOI: 108,033  
Illuminated: No  
Zip code: 11215

## NEW YORK

NY216 • Broadway WL 200' S/O 218th St. F/N



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### RIDE DESCRIPTION:

**INWOOD** - This 26'x24' wallscape is located in the heart of the Inwood section of Upper Manhattan. These areas are congested with both vehicular and pedestrian traffic and is an increasingly gentrified neighborhood.

The wallscape shows to travelers heading to Bakers Field and Wein Stadium, home of the Columbia Lions, as well as vehicles heading to Fort Tryon Park and the Henry Hudson Parkway.

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Size: 20' x 16'  
Facing: West  
Latitude: 40.744825  
Longitude: -73.991491  
DEC: 73,000  
Illuminated: No  
Zip code: 10010

## NEW YORK

NY260 • 26th St. SL 200' E/O 6th Avenue F/W



### RIDE DESCRIPTION:

NoMAD-This 20'x16' display is located in the heart of the cutting edge and historic NoMad neighborhood (North of Madison Square Park). The area, with it's abundance of hot restaurants and clubs is becoming more well known and attracting the young affluent crowd with the opening of high profile boutique hotels. In addition to the now famous Ace Hotel (home to highly rated eateries The Breslin and John Dory Oyster Bar) and the first and most famous rooftop bar/club 230 5th.

With very few large format displays this unit presents an ideal opportunity to market your brand to this newest Manhattan hot spot.



Size: 48' x 20'  
Facing: East  
Latitude: 40.747692  
Longitude: -74.004117  
DEC: 65,000  
Illuminated: No  
Zip code: 10011

## NEW YORK

NY524 • West 23rd St. SL 340' W/O 10th Avenue F/E



### RIDE DESCRIPTION:

WEST CHELSEA-This 48' x 20' portrait format display is located on 23rd Street W/O The High Line directly between the Meatpacking District and West Chelsea, two of the most dynamic neighborhoods in Manhattan. The 23rd Street corridor is a major east/west crossing feeding traffic to the Westside Highway. The unit also shows prominently to all pedestrians strolling the now famous High Line that spans from Gansevoort St to the south to the Westside Rail Yards to the north.

This unique display is the perfect canvas for multiple brand categories such as fashion, luxury goods, media/movies, auto, travel and telecom.



Size: Max 1,200 Sq ft  
(per face)  
Facing: East  
Latitude: 40.728919  
Longitude: -74.008759  
DEC: 62,000  
Illuminated: No  
Zip code: 10014

## NEW YORK

NY550 • Greenwich St SL 10' S/O W. Houston St., F/E



*\*Rate Card reflects single face; Dual -face opportunity negotiable.*



### RIDE DESCRIPTION:

**GREENWICH VILLAGE** - This location gives any advertiser the canvas to produce a variety of unique creative formats to dominate this wallscape.

These wallsapes are situated over the heavily traveled and popular W. Houston St. one block before the West Side Highway. Traffic on Houston St. connects FDR and the West Side Highway to neighborhoods in the immediate area, including: SOHO, Greenwich Village, NOHO, Tribeca, and West Village.



Size: 20' x 48'  
Facing: North & East  
Latitude: 40.770279  
Longitude: -73.991304  
EOI: 224,207  
Illuminated: No  
Zip code: 10019

## NEW YORK

NY570 • West 57th St. SL 45' W/O 11th Avenue F/N & E



### RIDE DESCRIPTION:

MIDTOWN WEST-This highly visible 20' by 48' corner wallscape reads to traffic heading westbound on 57 St toward the Westside Highway, as well as southbound traffic heading towards the Lincoln Tunnel. 11th Ave is the alternate downtown arterial to the Westside Hwy.

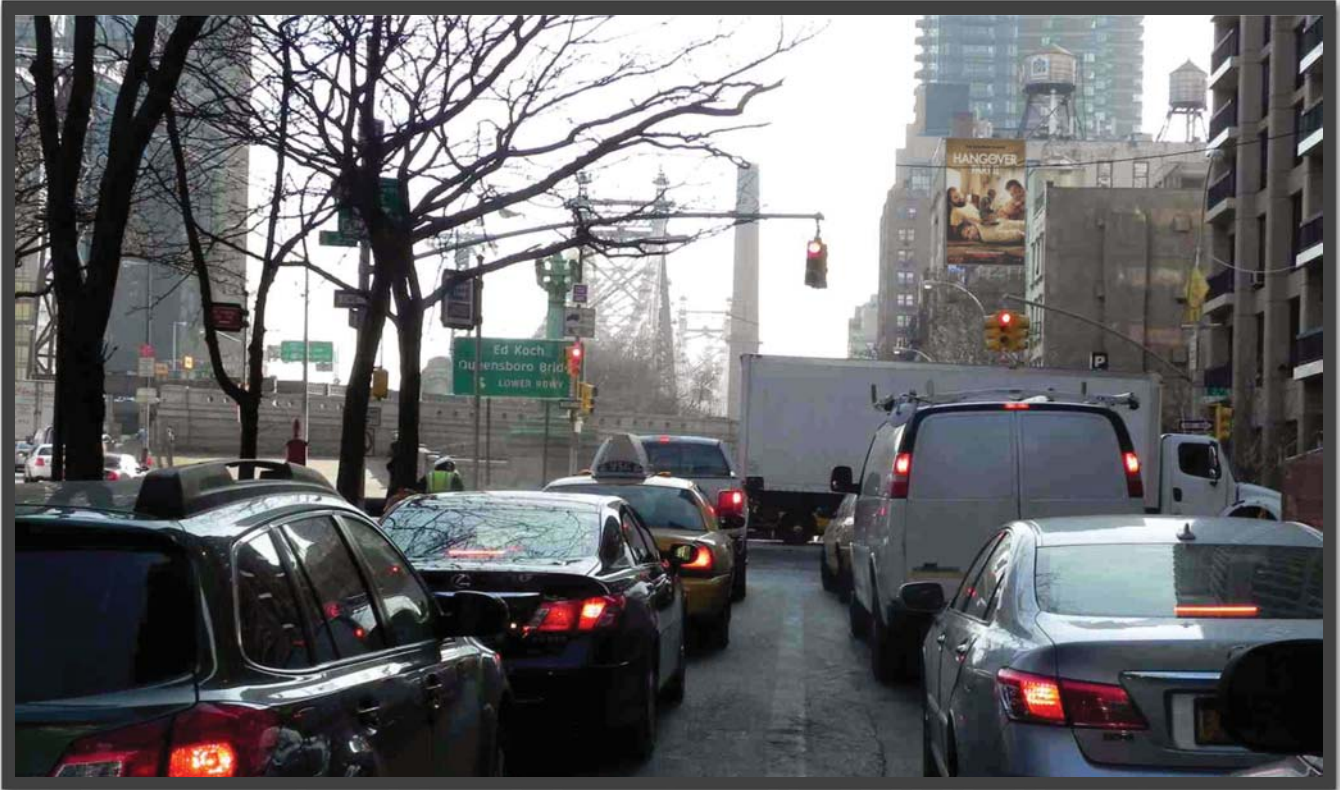
This corner sign is located in the heart of Manhattan's upscale car sales district, diagonally across from BMW of Manhattan's flagship store and in direct proximity to Lexus, Infiniti, Audi, and Land Rover to mention a few. This unit is directly across the street from CBS New York's broadcast center.



Size: 30' x 20'  
Facing: West  
Latitude: 40.760105  
Longitude: -73.963147  
DEC: 120,000  
Illuminated: No  
Zip code: 10022

## NEW YORK

NY590 • East 59th St. SL 450' E/O 2nd Ave. FW



### RIDE DESCRIPTION:

**QUEENSBORO BRIDGE**-This 30x20 wallscape reads to traffic exiting New York City on the 59th St/Queensboro Bridge. This is a major exiting point in Midtown Manhattan heading to airports and connecting to the BOE, LIE, and the Grand Central Pkwy. Traffic on these rounds leads to the high-end eastern and northern suburbs.

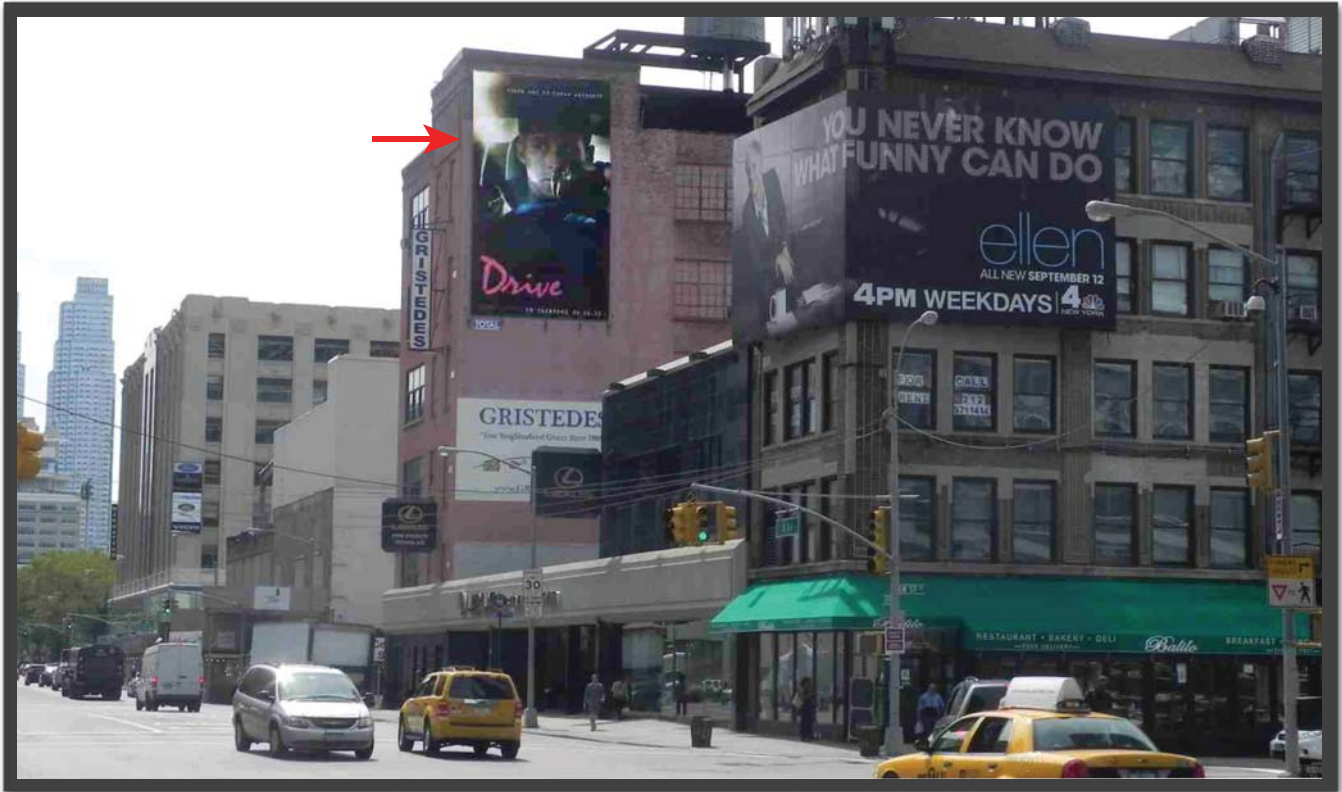
This unique display also reads to traffic heading south on 2nd Ave towards the Midtown Tunnel and downtown Manhattan. The display also shows prominently to the heavy pedestrian crowds in the exclusive Sutton Place and Upper Eastside neighborhoods, with its large number of upscale restaurants, nightlife and shopping.



Size: 36' x 20'  
 Facing: North  
 Latitude: 40.769909  
 Longitude: -73.992111  
 EOI: 94,214  
 Illuminated: Yes  
 Zip code: 10019

## NEW YORK

NY823 • 11th Avenue WL 200' S/O 57th St. F/N



### RIDE DESCRIPTION:

HELL'S KITCHEN NORTH-This highly visible 36' by 20' wallscape reads to traffic heading southbound towards the Lincoln Tunnel. 11th Ave is the alternate downtown arterial to the Westside Hwy.

Over the past two decades what is now being called Hell's Kitchen North has undergone significant gentrification. The blue collar scene has been replaced with luxury condos and trendy restaurants bringing with it a surge in single residents and HH income. The neighborhood has become somewhat of a creative nerve as well as being hip/trendy with a gritty cachet. Area landmarks include the Time Warner Center, CBS Broadcast Center, Alvin Ailey American Dance Theater, Broadway Show Houses and the upscale auto dealership district. A block from the display is BMW of Manhattan and the newest Mercedes Dealership which is housed in the ground floor of the ultra hip luxury condo the Mercedes House.

\*No competitive automotive - Lexus only



Size:	37' x 53'	• 1.5 Million Pedestrians Daily
Facing:	North	• 10 Million TV Viewers Daily
Latitude:	40.75592	• 150 Million Commuters Annually
Longitude:	-73.98674	• 5 Million Tourists Annually
DEC:	705,000	• #1 Global Branding Location
Illuminated	Yes	• 1 Billion Impressions on New Year's Eve alone

## New York

NY0001 • 42nd St (Times Square) SL 75' E/O 7th Ave F/N



View from TKTS Bleachers

Close-up of the Sign and Ball Drop

View from 57th St



### RIDE DESCRIPTION:

NEW YORK CITY– Times Square: Visited By Millions, Viewed by Billions!

**This Digital Spectacular can be seen as far back as 15 blocks from 57th St.** On a normal day, one sign in Times Square receives an estimated 1.5 million impressions.

This number increases exponentially during special events and holidays like New Year's Eve, where over one million people attend, one hundred million US residents watch along with more than one billion worldwide. All eyes on on the sign while watching the ball drop on New Year's Eve as well as during the year as the Ball is a landmark in Times Square.

The Digital Spectacular at 7 Times Square provides the capability to capture this attention and engage consumers like never before.



## GREENWICH PLAZA TRAIN STATION



**An opportunity to effectively target the upscale on-the-go suburban commuter.**



Total Outdoor's commuter advertising program will effectively target the on-the-go commuter. Only a 40 minute commute to Grand Central Station in New York City, The Greenwich Plaza Train Station opportunity delivers a captive audience (weekday ridership of 3,051 per day; weekend ridership of 1,993 per day for a total of 19,241 passengers per week based on 2007 passenger counts) in one of the most desirable consumer groups: the upscale, suburban professional.



Besides the morning and evening commuter, a large number of people patronize the shops and restaurants that are located in and around the Plaza.



There is a wide range of displays and programs available. State-of-the-art displays are strategically placed on the exterior and interior areas to attract commuters. Concourse/Platform panels and walls are just some of the products that Total Outdoor has to offer the advertiser targeting the upscale commuter.

### Benefits

- Reaches a captive, upscale suburban commuter in addition to diners, shoppers and business professionals.
- Offers "face-to-face" impact on platforms, in waiting areas, and in high traffic corridors.
- Delivers messages in an uncluttered, visually stimulating environment.
- Provides impressions in upscale areas often unreachable by traditional out-of-home displays.



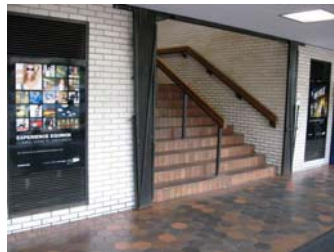


Reach the affluent suburban commuter and target the people with purchasing power with vibrant state-of-the-art displays at Greenwich Plaza Train Station!

### 1st Floor



#1.) 6'x6' Panel  
North Side Of Building



#3, 4.) 48'x33' Panels  
Left & Right Of Stairs

### 2nd Floor



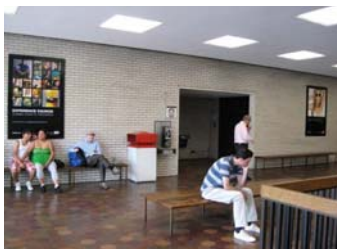
#5.) 15'x84' Panel At Stairs  
Exiting To Street



#6.) 15.75'x51'; 15'x84.5';  
33.5'x48.5' Proposed Panels  
Above Ticket Counter  
*Must Include Clock*



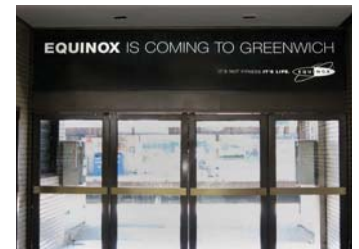
#7, 8, 9.) 6'x4' Panels  
South Side Of Building



#10, 11.) 6'x4' Panels  
North Side Of Building



#12.) 32.5'x13' Glass Panel  
Above Door Entering Station



#13.) 32.5'x13' Glass Panel  
Above Door Exiting Station