



# Superior Digital Displays

Times Square, New York City, NY





# The Triple Play on 7th Avenue

## The Gateway to Times Square



- Location: 729 7th Avenue, New York City, NY 10019  
Southeast Corner of 7th Avenue and 49th Street
- A unique stand-alone Gateway location into Times Square at the north end of the "bow tie".
- Full-motion, high resolution video with total flexibility in terms of the length of spot and schedule.
- Provides over 10+ blocks of unobstructed visibility down 7th Avenue from as far north as Central Park.
- With Broadway closed to vehicular traffic at 47th Street, the congestion on 7th Avenue results in significant dwell times.
- The proximity to the main tour bus staging area offers a unique exposure to the tourists as they "take it all in".
- Entrances to the 49th Street subway stop surround the base of the Triple Play.
- Nearly 3,800 square feet of LED displays using three synchronous signs.
- The highest resolution outdoor signs in Times Square.
- Impressions 18+ 6,061,560  
*Impressions are based upon 15 second spot within a two minute loop for a total of 7 1/2 minutes an hour over a 4-week period.*

### Specifications

SIGN	TAB#	H	W	FLOORS	LAT	LONG
#6	#30719531	14'	56'	2nd	40.7603440	-73.9836261
#7	#30719532	14'	56'	2nd	40.7603318	-73.9837468
#8	#30729777	130'	17'	3rd-13th	40.7603338	-73.9836153



# The Waterfall on 42nd Street

## The Gateway to Times Square



- Location:  
3 Times Square, New York, NY 10036  
42nd Street between 7th and 8th Avenue
- 21 floors of unparalleled impact with over 7,000 square feet of signage, equal to eleven 14' x 48' billboards.
- A "Gateway Location" into Times Square from the west.
- Exposure to 225,000 daily Port Authority bus commuters, totaling 66 million riders annually.
- Full-motion high resolution video with total flexibility in terms of the length of spot and schedule.
- Impressions 18+ 6,116,264  
*Impressions are based upon 15 second spot within a two minute loop for a total of 7 1/2 minutes an hour over a 4-week period.*

### • Specifications

SIGN	TAB#	H	W	FLOORS	LAT	LONG
#1	#30755388	99'	26'	19th-27th	40.756533	-73.987352
#2	#30755387	86'	26'	11th-17th	40.756500	-73.987378
#3	#30755386	53'	42'	6th-10th	40.756453	-73.987416



# Crossroads of the World

## The Hub of Times Square



- Location:  
3 Times Square, New York, NY 10036  
Corner of 42nd Street and 7th Avenue
- A Gateway to Times Square for 65.9 million annual subway travelers using the Times Square station: the number one station in the NYC subway system with 50% more traffic than the next most traveled station.
- Just above street level with 1,800 square feet of signage.
- Full-motion, high resolution video with total flexibility in terms of the length of spot and schedule.
- Impressions 18+ 4,716,692  
*Impressions are based upon 15 second spot within a two minute loop for a total of 7 1/2 minutes an hour over a 4-week period.*

### • Specifications

SIGN	TAB#	H	W	FLOORS	LAT	LONG
#4	#30755385	53'	20'	6th-10th	40.7564230	-73.987416
#5	#30719530	22'	34'	3rd-5th	40.7564000	-73.987413





# Superior Digital Displays

## Times Square, New York City, NY



The Waterfall on 42nd St



Crossroads of the World



The Triple Play on 7th Avenue

- Superior Digital Displays is Times Square's newest and most innovative digital display company.
- Total square footage across all three displays is nearly 13,000 square feet with full motion video capability.
- Featuring "Gateway Displays": The impact of Times Square without the visual clutter.
- Providing powerful and dominant branding opportunities to advertisers.
- Eighty-two percent of New York City's 55 million annual tourists visit Times Square.



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*powered by Velocity*

