



# The Planet's Biggest Party New York City - Times Square



MERRY CHRISTMAS

2011

HAPPY NEW YEAR

2012

Located at 42<sup>nd</sup> Street

The Gateway to New York

...because a picture is still worth a thousand words...

*22.5 million people* December 1<sup>st</sup>, 2011 - January 1<sup>st</sup>, 2012



Neutron Media Inc., in association with CBS,  
is making available a truly  
**unique and amazing** opportunity for advertisers  
to get their message to **millions of consumers during**  
**the largest spending period of the year!**



CBS Spectacular located on 42<sup>nd</sup> Street

This state-of-the-art, full-motion,  
full-colour spectacular is  
**26' wide by 20' high, totaling 520 square feet.**

*“Times Square, where the World meets America.”*  
**Perfect for your media message.**



This is the **\*\*\*STAR-STUDDED STAGE\*\*\*** for your global brand. It delivers to a captive audience of New York's business commuters, as well as visitors to this world famous city.

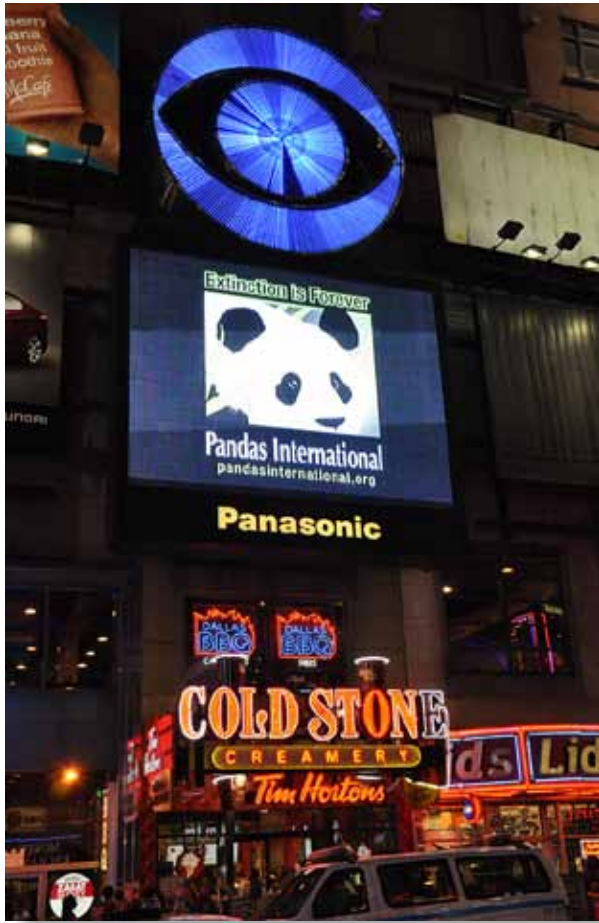
Make your presence felt as **ALL EYES** are transfixed on the **CBS Spectacular** proudly displaying all the essential happenings and specials surrounding Christmas and New Year's Eve.



*104<sup>th</sup> Anniversary*

Programming will feature CBS News, daily highlights from around the world and the festivities and celebrations of Times Square during the busiest shopping period of the year.

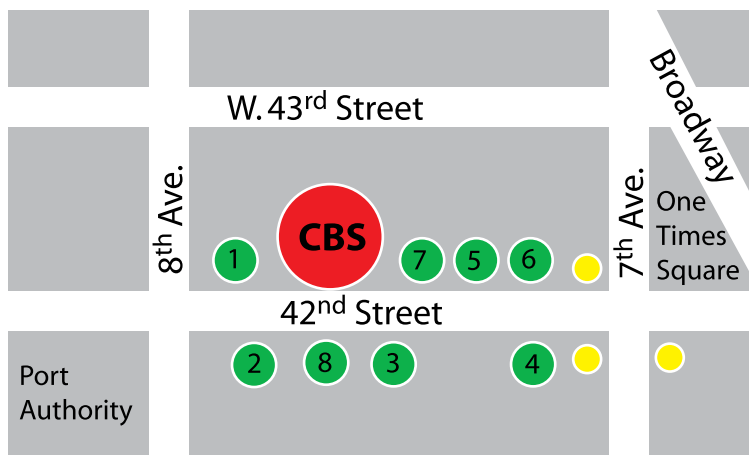
**Be there for the biggest party on the planet,** New Year's Eve and be in front of the estimated **22.5 million people** who will pass through the **"Crossroads of America"** over this 32 day period.



This **MASSIVE** opportunity only happens once a year -  
**DON'T MISS OUT!**

Send your message to the **BIGGEST AUDIENCE** in the USA during the ultimate “shop till you drop” event on the planet.

*104<sup>th</sup> Anniversary*



- Subway Entrance
- ① Lowe's Movie Complex
- ② AMC Movie Complex
- ③ Madame Tussaud's
- ④ New Amsterdam Theatre
- ⑤ American Airlines Theatre
- ⑥ Hilton Theatre
- ⑦ B.B. King's
- ⑧ Applebee's





**Facts:**

- **Over 450 million** people pass through Times Square annually.
- **In excess of 100 million** use the Times Square subway station annually.
- **Over 57 million** pass through the Port Authority bus terminal each year.
- **In excess of 60,000** cars cross the 42<sup>nd</sup> Street & 7<sup>th</sup> Avenue every day according to the Times Square Business Improvement District.



Advertising Package	Show Length	Minimum Daily Length of Airing	Number of Spots per Hour	Total Number of :30 Second Spots	Package Price USD NET
<b>SINGLE PACKAGE</b> :30 seconds per hour	Dec. 1 <sup>st</sup> , 2011 to Jan. 1 <sup>st</sup> , 2012 (32 days)	18 hours per day	1 x :30 seconds per hour in total	576 x :30 second spots <b>OR</b> 1152 x :15 second spots	\$ 99,500.00 USD NET

*104<sup>th</sup> Anniversary of America's Biggest Bash*