



MARCH MADNESS

NEW YORK CITY TIMES SQUARE

2009

March 1st - March 31st



The advertising epicenter of the world!

Located at 42nd Street
Gateway to New York



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



Neutron Media Inc. in association with CBS,
is making available a truly
unique and amazing opportunity for advertisers
to get their message to the **millions of consumers** that
emerge from hibernation after the long winter.



CBS Spectacular located on 42nd Street

As Spring draws in and permeates the air, finally we see the
end of winter. **MARCH MADNESS BEGINS!**

We will be covering highlights from **Collegiate Basketball -
The Final Four & New York City's St.Patrick's Day Parade;**
to name a couple, as well as broadcasting
CBS programing and news updates.

The advertising epicenter of the world!



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

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



St. Patrick's Day Parade

The advertising epicenter of the world!

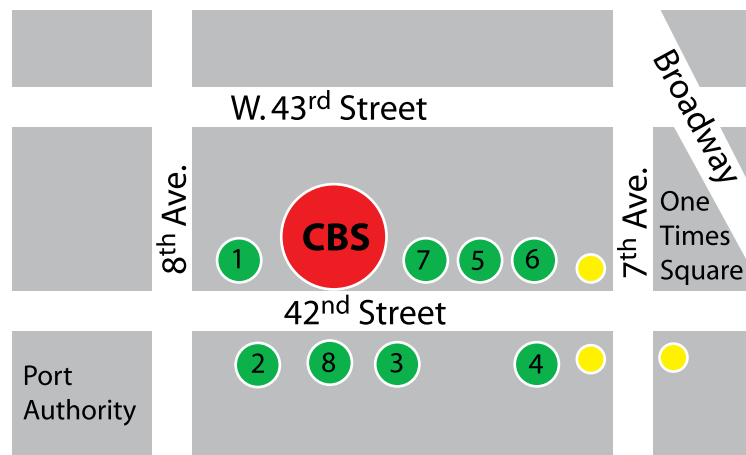
This is the *****STAR-STUDDERD STAGE***** for your global brand. It delivers to a captive audience of New York's business commuters, as well as visitors to this energetic city.



NCAA Hoops

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

Send your message to the **BIGGEST AUDIENCE** in the USA during
MARCH MADNESS!



- 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 42nd Street & 7th Avenue every day according to the Times Square Business Improvement District.

***Creative Format:
Uncompressed QuickTime (.mov)
720 x 480, NTSC (4:3)***



St. Patrick's Day Parade

Advertising Package	Show Length	Minimum Daily Length of Airing	Number of Spots per Hour	Total Number of :30 Second Spots	Package Price USD NET
SINGLE PACKAGE :30 seconds per hour	March 1 st to 31 st , 2009 (31 days)	18 hours per day	1 x :30 seconds per hour in total	558 x :30 second spots OR 1,116 x :15 second spots	\$ 39,950.00 USD NET