



2010

Q1

NEW YORK CITY TIMES SQUARE



The advertising epicenter of the world!

Located at 42nd Street
Gateway to New York

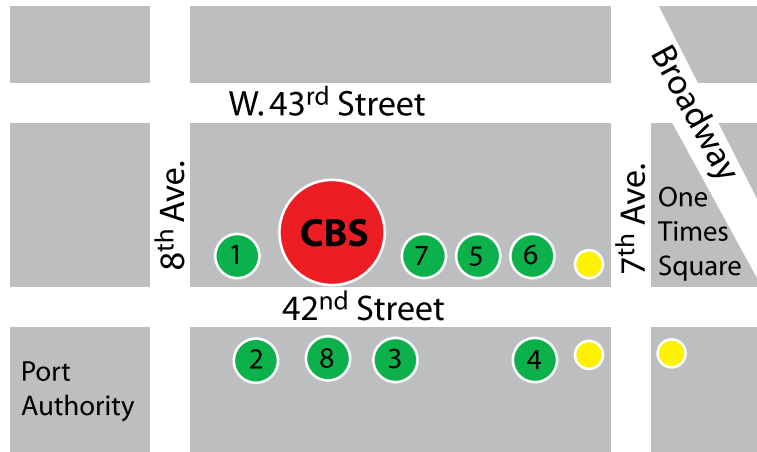
January 1st - March 31st

...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 **millions of consumers**.



CBS Spectacular located on 42nd Street



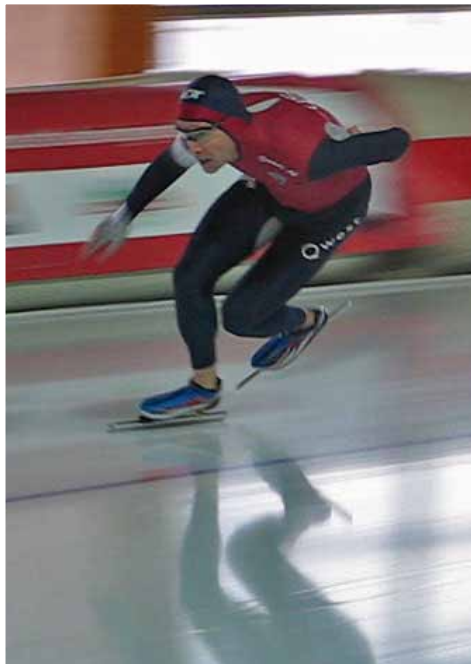
- Subway Entrance
- ① Lowe's Movie Complex
- ② AMC Movie Complex
- ③ Madame Tussaud's
- ④ New Amsterdam Theatre
- ⑤ American Airlines Theatre
- ⑥ Hilton Theatre
- ⑦ B.B. King's
- ⑧ Applebee's

The advertising epicenter of the world!

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.*



Speed Skating

This is the *****STAR-STUDED 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.



New York - Chinese New Year

The advertising epicenter of the world!



Alpine Skiing



Luge



Hockey

**This is a MASSIVE
opportunity -
DON'T MISS OUT!
Send your message to the
BIGGEST AUDIENCE
in the USA!**

Calendar of events for Q1 2010: (Just a few)

Happy New Year
2010

January:

- New Year's Day in New York
- New York National Boat Show
- Martin Luther King, Jr. Day
- NFL Playoffs



February:

- Winter Olympics
- NFL Superbowl
- Valentine's Day
- Chinese New Year Spectacular
- Black History Month
- Fashion Week
- New York Wine Expo



March

- St. Patrick's Day Parade & Early Events
- Blades Over Broadway





Q1

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 42nd Street & 7th 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 Executions	Package Price USD NET
1ST QUARTER PACKAGE :30 seconds per hour	January 1 st to March 31 st , 2010 (90 days)	18 hours per day	1 x :30 second per hour in total	1,620 x :30 second spots OR 3,240 x :15 second spots	\$ 99,500.00 USD NET (90 Days)

MONTHLY PACKAGE :30 seconds per hour • 18 hours per day ***** Based on a 30 day month: 540 x :30 second spots OR 1,080 x :15 second spots	\$41,950.00* USD NET *Excludes premium, high demand months. (August, November, December) Call for availability (905)238-0059
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***Creative Format:
Uncompressed QuickTime (.mov)
720 x 480, NTSC (4:3)***