



2012

Q1

NEW YORK CITY TIMES SQUARE



The advertising epicenter of the world!

Located at 42nd Street
Gateway to New York

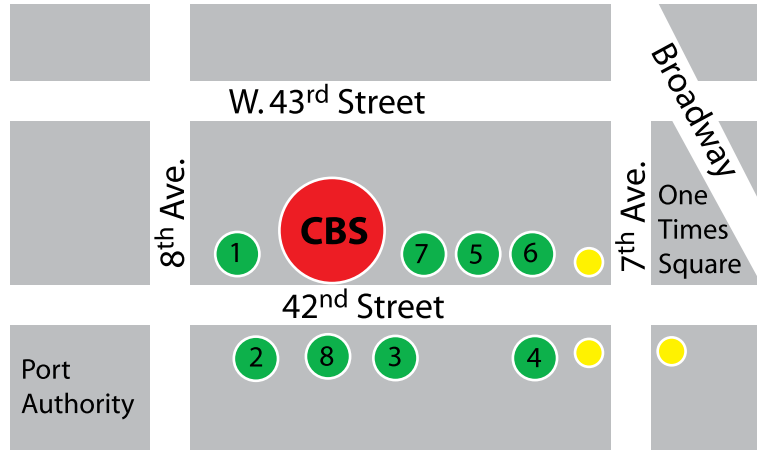
January 1st - March 31st

...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

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



The advertising epicenter of the world!

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



Ice Skating in Central Park

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!



St. Patrick's Day Parade



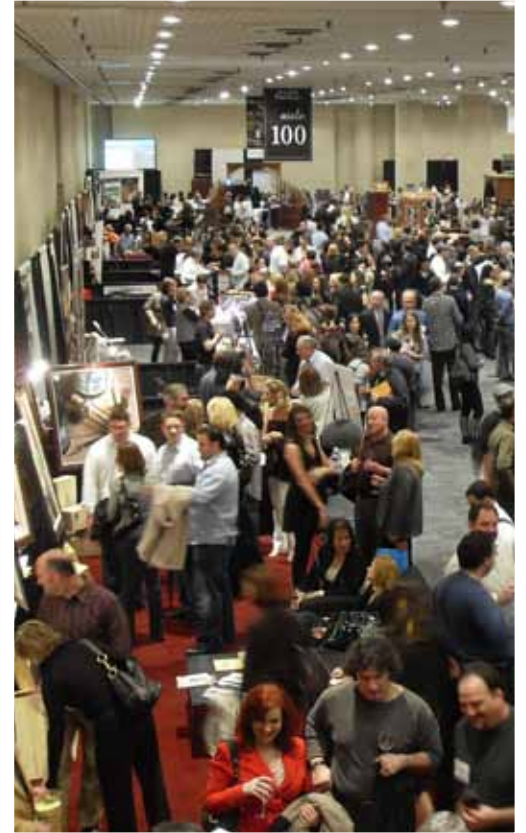
Hockey at Madison Square Gardens



Fashion Week



Basketball at Madison Square Gardens



New York Wine Expo

**This is a MASSIVE
opportunity -
DON'T MISS OUT!**

**Send your
message to the
BIGGEST
AUDIENCE
in the USA!**

Calendar of events for Q1 2012: (Just a few)

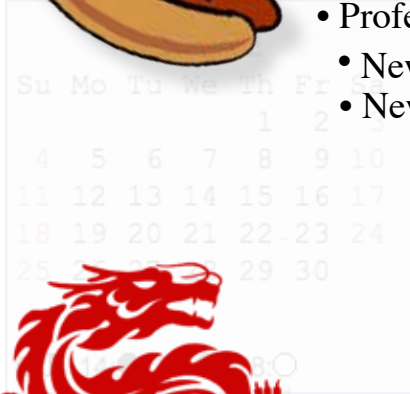


January:

- New Year's Day in New York
(Stick with Those New Year's Resolutions)
- New York National Boat Show
- Martin Luther King, Jr. Day
- New York Restaurant Week
- Three Kings Parade



- Professional Bull Riders Invitational at MSG
- New York Times Arts & Leisure Weekend
- New York International Motorcycle Show
- NHL Hockey, NBA Basketball
- Pro Football Playoffs

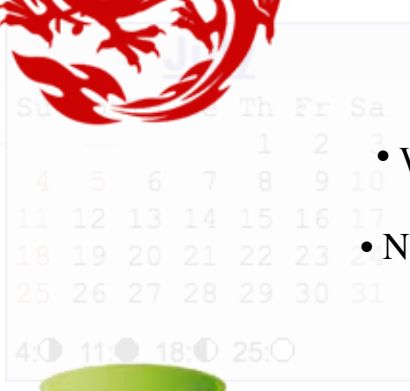


February:

- Superbowl XLVI
- Valentine's Day
- Chinese New Year Spectacular
- Black History Month
- New York Fashion Week

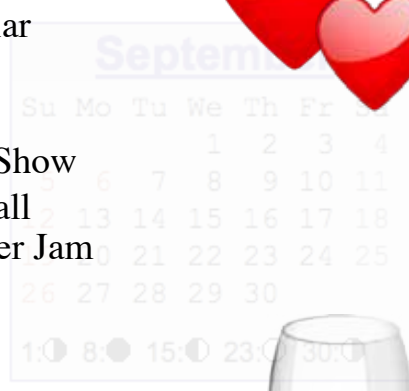


- Westminster Kennel Club Dog Show
- NHL Hockey, NBA Basketball
- NYC Parks & Recreation's Winter Jam



March:

- Oscar Night in New York
- Armory Art Show and Armory Art Week
- St. Patrick's Day Parade
- More St. Patrick's Day Fun in New York City
- New York Wine Expo.
- Macy's Flower Show
- The Big East Conference Basketball Championships
- The Orchid Show at the New York Botanical Garden
- International Beauty Show
- Tennis Showdown at Madison Square Garden
- U.S. National Soccer Team v. Argentina
- NHL Hockey, NBA Basketball
- March Madness





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 , 2011 (91 days)	18 hours per day	1 x :30 second per hour in total	1,638 x :30 second spots OR 3,276 x :15 second spots	\$ 105,950.00 USD NET (91 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	\$45,950.00* USD NET *Excludes premium, high demand months. (August, November, December) Call for availability (647)258-0059
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***Creative Format:
Uncompressed QuickTime (.mov)
720 x 480, NTSC (4:3)***