



*Summer
in the City!*

2011

Q3

NEW YORK CITY TIMES SQUARE



The advertising epicenter of the world!

Located at 42nd Street
Gateway to New York

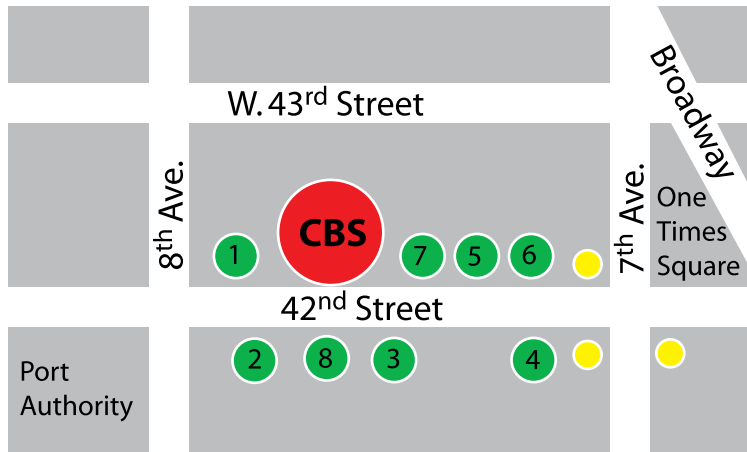
July 1st - September 30th

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



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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**.



- 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



CBS Spectacular located on 42nd Street

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



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



Hong Kong Dragon Boat Festival - NYC

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.



Spectacular view of Macys 4th of July Fireworks from 42nd Street.

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San Gennaro Festival



Bryant Park Film Festival



Mercedes-Benz Fashion Week



Nathan's Hot Dog Eating Contest



Record Crowds at the U.S. Open 2010

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

Calendar of events for Q3 2011: (Just a few)

July:

- Macy's Fourth of July Fireworks
- Nathan's Hot Dog Eating Contest



• P.S.1 Warm Up

- Shakespeare in the Park
- Lincoln Center Festival
- Bryant Park Film Festival

August:

- Hong Kong Dragon Boat Races
- New York International Fringe Festival
 - US Open Tennis
 - Summer Streets
- Lincoln Center Out of Doors



September:

- New York Film Festival
- San Gennaro Festival
- Mercedes-Benz Fashion Week
 - Broadway on Broadway
- NY Giants & NY Jets Season Kickoff





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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 |
|---|---|--------------------------------|----------------------------------|---|--------------------------------|
| 3rd QUARTER PACKAGE :30 seconds per hour | July 1 st to September 30 th , 2011 (92 days) | 18 hours per day | 1 x :30 second per hour in total | 1,656 x :30 second spots OR 3,312 x :15 second spots | \$ 99,500.00 USD NET (92 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 (647)258-0059 |
|---|---|

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