



2010

May 12th - July 16th

NEW YORK CITY TIMES SQUARE SUMMER SPECTACULAR

THE WORLD'S GREATEST GAME



THE WORLD IS WATCHING!



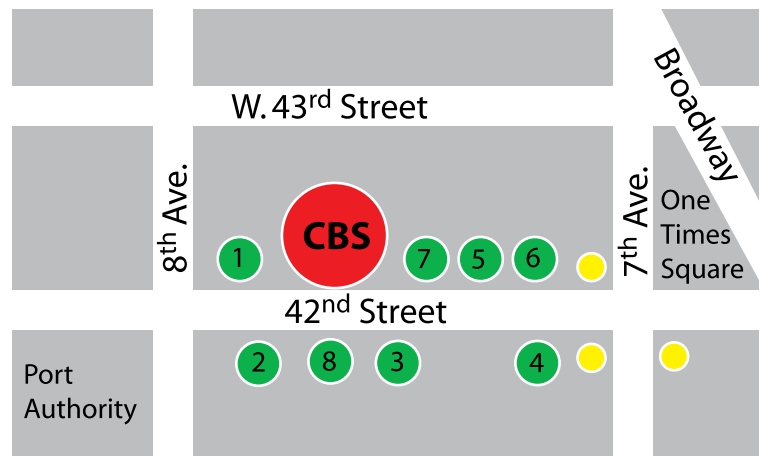
Located at 42nd Street - Gateway to New York



Neutron Media, in association with CBS, is making available a truly **unique and amazing** opportunity for advertisers to get their message to millions of consumers during this exciting **WORLD EVENT**.



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 is the *****STAR-STUDDDED 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.

Make your presence felt as **ALL EYES** are transfixed on the **CBS Spectacular**, where images of some of the greatest moments of this historic event will be displayed.



This full-motion screen is surrounded by 5 other static or neon signs, making for an extremely eye-catching point of view.

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



Moments in time from the likes of **Maradona**, **Pelé**, **Beckham** and **Baggio** are displayed, to name a few, with updates and highlights of this soccer **EXTRAVAGANZA** taking place for the first time ever in South Africa.





This **MASSIVE** opportunity only happens every 4 years –
DON'T MISS OUT!

Send your message to the **LARGEST AUDIENCE** in the USA during the **BIGGEST SPORTING EVENT ON THE PLANET.**





Celebrate
4th of July 2010
with the most
phenomenal fireworks
display in the US.

**Make sure your brand
does not miss this
superb opportunity!**





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
SUMMER Spectacular PACKAGE :30 seconds per hour	May 12 th to July 16 th , 2010 (66 days)	18 hours per day	1 x :30 second per hour in total	1,188 x :30 second spots OR 2,376 x :15 second spots	\$ 119,500.00 USD NET (73 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	\$49,950.00* 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)***