

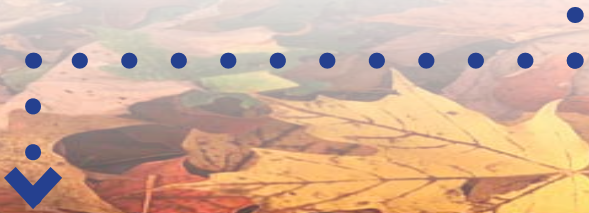


Thanksgiving Times Square, NYC



October 1st - November 30th 2011

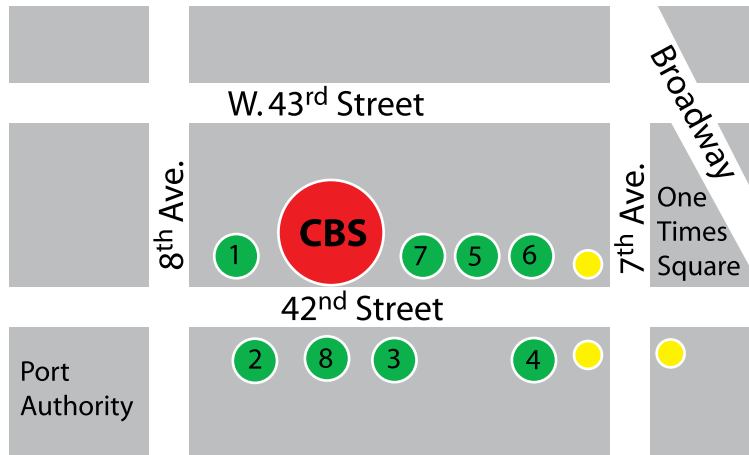
Located at 42nd Street
Gateway to New York



...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 **millions of consumers** during
largest spending period of the year!



- 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.**



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

The advertising epicenter of the world!



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.

Make your presence felt as **ALL EYES** are transfixed on the **CBS Spectacular**, featuring images of some of the greatest memories of Thanksgiving history.



Programming will feature CBS broadcasts and moments in time from the sea of celebrities who have attended North America's largest Thanksgiving Day Celebration.

The likes of Harpo Marx, Jackie Gleason, Bob Hope, Diana Ross, Sammy Davis, Jr., Stevie Wonder, Tony Bennett, Barry Manilow, NSYNC, Shania Twain, and Christina Aguilera, among others.

The advertising epicenter of the world!



*“Times Square,
where
the World
meets America.”*

*Perfect for your
media message.*

The advertising epicenter of the world!

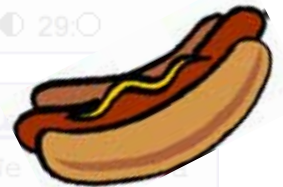




Calendar of events for Autumn 2011: (Just a few)

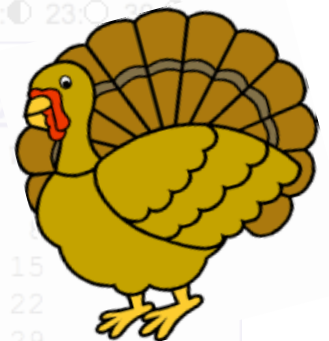
October:

- Columbus Day Parade
- Halloween
- Fall Foliage in New York City
- NY Jets and Giants Football
 - MLB World Series
- Open House New York
- Marco Polo Day in Little Italy / Chinatown
- Annual New Yorker Festival
- CMJ Music Marathon & Film Festival



November:

- New York City Marathon
- New York Comedy Festival
 - Chocolate Show
- New York Culinary Festival
- Macy's Thanksgiving Day Parade
 - Black Friday
 - Veterans Day Parade
- Holiday Windows on Fifth Avenue
 - Holiday Markets in NYC
- Rockefeller Center Christmas Tree Lighting





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 :30 Second Spots	Package Price USD NET
SINGLE PACKAGE :30 seconds per hour	Oct. 1 st to Nov. 30 th , 2011 (61 days)	18 hours per day	1 x :30 seconds per hour in total	1,098 x :30 second spots OR 2,196 x :15 second spots	\$ 99,500.00 USD NET

Send your message
to the **BIGGEST AUDIENCE** in the USA during
the ultimate **“shop till you drop”** event on the planet.