



anz

# NEUTRON

MEDIA



## 1500 BROADWAY BOWTIE SPECTACULAR

### Q3 MEDIA KIT





# WHO WE ARE

## Neutron Media:

- Full Service Marketing Firm that operates an Advertising based network of Outdoor Display Screens.
- Neutron Media leverages strategic partner relationships with organizers of high profiled events to offer advertisers branding opportunities via permanent or event driven installations.
- Outdoor Digital Signage solutions empower the Advertiser with the ability to enrich the customer experience, build brand awareness and loyalty, and drive bottom-line results.

## Advertisers Benefit From:

- The ability to place their Ads in High Traffic Venues,
- Influencing and targeting millions of consumers where and when they make their purchase and brand decisions.
- Creative, cost-effective solutions for advertisers in need of communicating their brand in an entertaining and informative viewing experience.



Center for Disease Control



MeTV - WJLP



Smithsonian Channel







## 1500 Broadway Bowtie Spectacular

SCREEN SIZE: 56' X 29' FEET  
 LONGITUDE: 40°45'24.1"N  
 LATITUDE: 73°59'09.4"W  
 MAIN ARTERY: WEST 43 RD ST.  
 MINOR ARTERY: BROADWAY

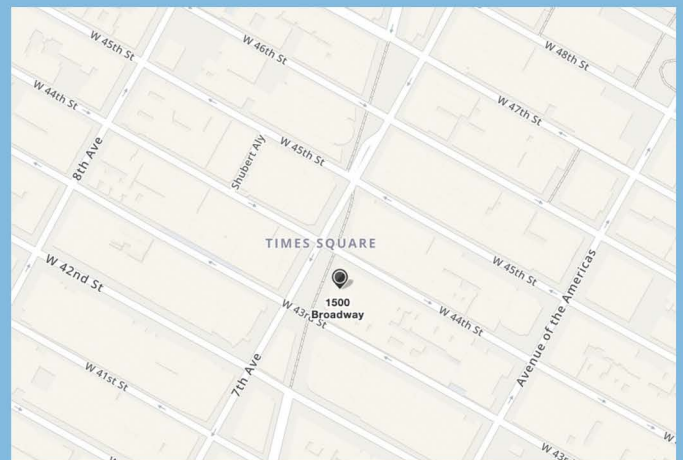
# LOCATION

### 1500 Broadway Bowtie Spectacular:

- The two sided nature of the screen increases the overall lines of sight for maximum exposure.
- Is strategically positioned 5 stories above the intersection of West 43rd St, and Broadway, the pedestrian walkway in the heart of the Bowtie
- Is located just north of the Times Square - 42nd Street subway station, the busiest station in the country.

## Pedestrian Promenade

**Don't get lost in the mix.** The one thing our clients love most is having a stand alone screen, not touching, or too close to any other. This has been known to elevate the prestige of the property, and effectively lessen our neighbors competing for the same attention.







# EVENTS IN NYC

## July

- Independence Day in New York
- Summer in Times Square
- Bastille Day
- Nathan's Hot Dog Eating Contest
- Shakespeare in the Park
- NYC Donut Tour
- Banksy Museum
- Broadway Shows!

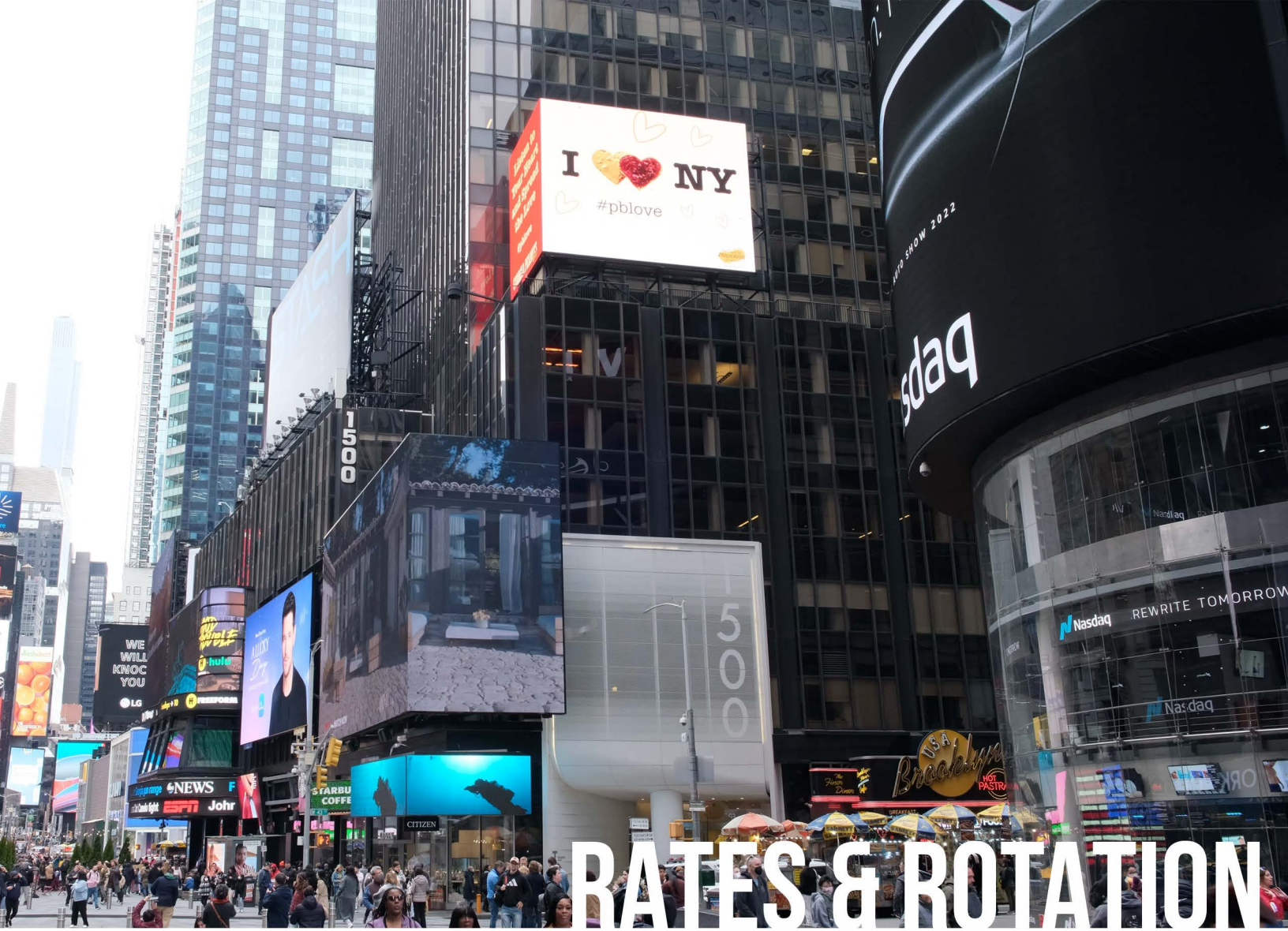
## August

- US Tennis Open
- New York Yankees Baseball
- New York Mets Baseball
- Whale Watching in New York
- NYC Donut Tour
- Broadway Shows!

## September

- New York Fashion Week
- Feast of San Gennaro
- Labor Day
- MLB Playoffs
- New York Giants Home Opener
- New York Jets Home Opener





# RATES & ROTATION

## Rotation Schedule: 20 Hours Per Day (6-2AM)

PACKAGE	DURATION	LENGTH OF AIRING	NUMBER OF SPOTS	PACKAGE PRICE
30 SECONDS PER LOOP	30 DAYS	20 HOURS PER DAY	3,000 :30 SECOND SPOTS OR 6,000 :15 SECOND SPOTS	\$75,950.00 USD NET

### Statistics About Times Square, NY:

- Over 450 Million people pass through Times Square annually.
- In excess of 100 Million people use the Times Square Subway Station annually.
- Over 57 Million people pass through the Port Authority Bus Terminal each year.

Information from: Times Square Business Improvement District.