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# STATIC DIGITAL PACKAGE

NYC & METROPOLITAN AREA

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# STATIC DIGITAL PACKAGE



<b>Digital Urban Panels</b>	
(Stairwell Facing)	<b>57</b>
<b>Grand Central Dios</b>	<b>4</b>
<b>MNDN Kiosks</b>	<b>10</b>

**Rate Card: \$297,500**

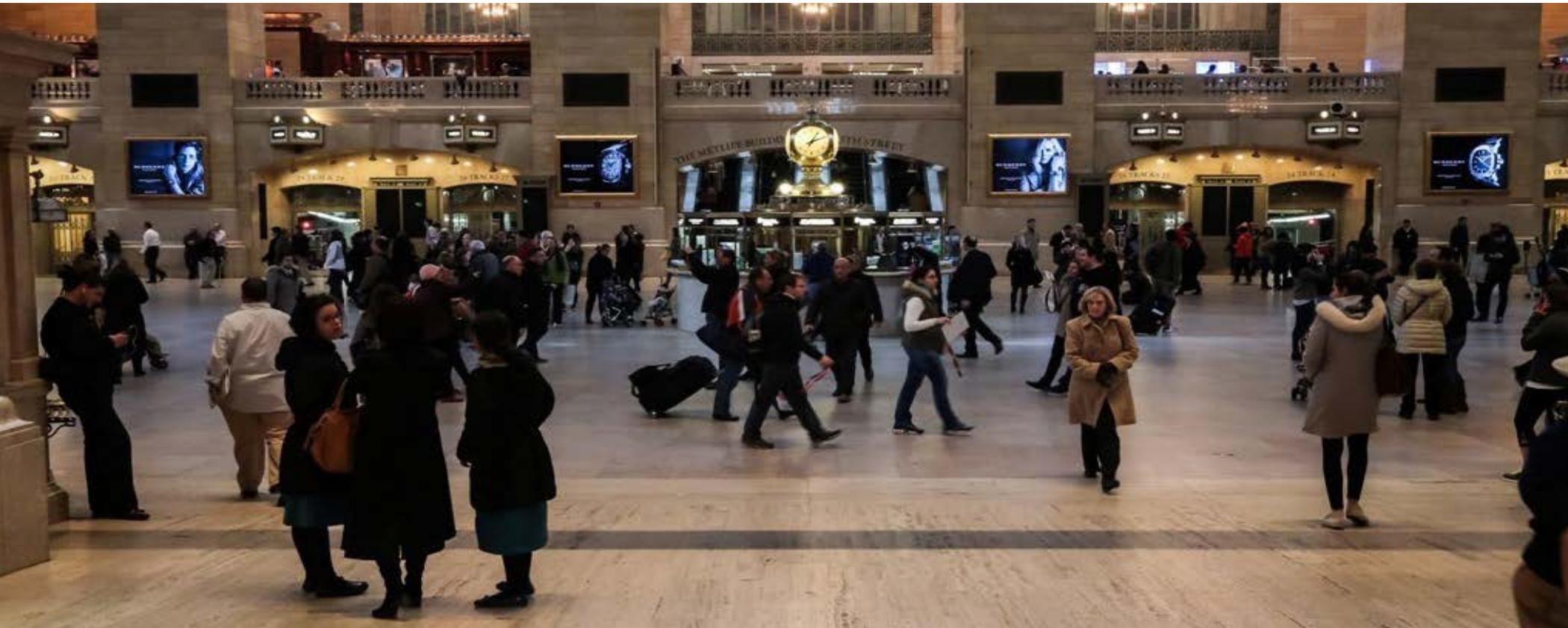
**Package Rate:**  
**\$235,000**

## WHY STATIC DIGITAL???

These digital displays create a unique ability for advertisers to stand out amongst rival competitors. Strategically placed, high definition digital displays are impossible for NYC commuters, tourists, and locals to miss. These digital displays lead to increased in brand recognition with their rare ability to captivate audiences in a creative, impactful and informative way.



# GRAND CENTRAL DIGITAL NETWORK



These 4 large format, high definition digital displays are impossible to miss! Grand Central, the “Upscale Times Square”, boasts an affluent demographic. Over 750,000 people pass through the main rotunda daily! It is the world’s 6th most-visited tourist attraction according to Travel & Leisure, with more business traveler traffic passing through than the JFK Airport! Grand Central is the destination for Westchester and Connecticut Metro North riders, with upscale restaurants, high-end boutiques and one of the world’s largest Apple retail stores. It is served by Metro-North commuter trains, 31 commuter and 15 city bus routes, 7 subway lines, buses to and from the area’s three airports, and two million taxis a year. Grand Central holds a captive shopping population of more than 326,000 neighborhood office workers who earn a combined \$11.3 billion a year. It also sees 21.6 million out-of-town tourists, with a mean income of \$62,000, each year.

## Advantages:

Take advantage of longer dwell times as consumers wait to board trains or engage tourists with a social call to action – peer to peer competitions, photo contests and more!

4 screens  
1080h x 1280w pixels  
Spot Length :15  
Loop Length 2:00  
Advertisers 8  
Hours 5:30A – 2A  
17,220 Spots/4wks  
Static/Full Motion

# METRO NORTH DIGITAL NETWORK



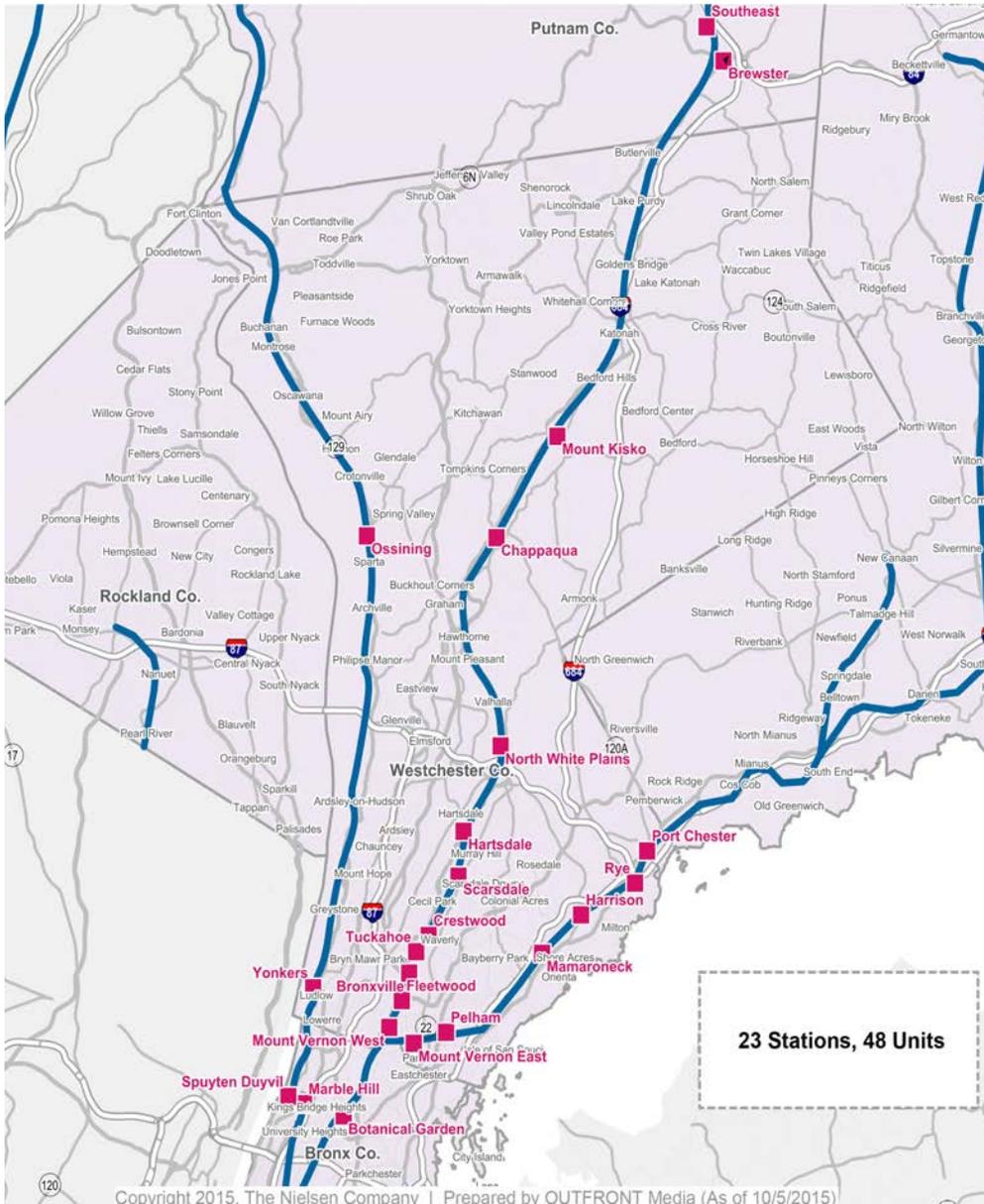
Strategically located on select Metro-North platforms, the Digital Platform Network consists of an upper screen that provides track information and real-time transit service changes and a lower screen that allows for consumer engagement. They reach the highly educated and affluent consumers traveling to and from Westchester into NY business districts. Their positions are in heavily-trafficked boarding and waiting areas. This network of digital screens affords advertisers the opportunity to reach riders in a creative, impactful and informative way.

## Advantages:

Reach affluent commuters travelling to and from NYC's business districts with this extensive digital network.

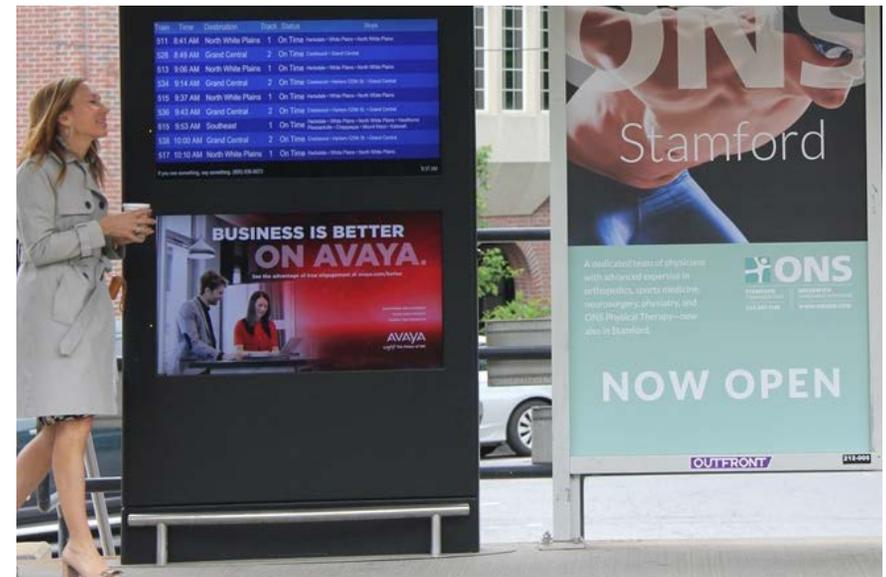
37 Screens/17 Stations, 42"  
Spot Length :08  
Loop Length :64  
Advertisers 8  
Hours 24/7  
34,384 Spots/4wks  
Static

# METRO NORTH DIGITAL NETWORK



## Locations:

- Botanical Gardens
- Marble Hill
- Spuyten Duyvil
- Mount Vernon West
- Mount Vernon East
- Pelham
- Yonkers
- Bronxville Fleetwood
- Tuckahoe
- Crestwood
- Mamaroneck
- Harrison
- Scarsdale
- Rye
- Port Chester
- North White Plains
- Chappaqua
- Ossining
- Mount Kisko
- Brewster
- Southeast
- Hartsdale



# DIGITAL URBAN PANELS NETWORK (STAIRWELL FACING)



These static digital units are in prime Manhattan & Brooklyn locations and are strategically positioned over subway entryway stairs. Ads run just above the MTA information scroll, which gives customers up-to-the-minute information about subway service. Vibrant and eye catching, the Digital Urban Panel Network is the perfect platform for targeting New York City residents, commuters, and tourists. These digital panels are an effective way to stand out.

## Advantages:

Ads positioned above MTA information scroll. Countdown clocks, game scoreboards, and changeable messaging add a dynamic element to your campaign.

57 screens, 55"  
Spot Length :08  
Loop Length :64  
Advertisers 8  
Hours 24/7  
34,384 Spots/4wks  
Static

# DIGITAL URBAN PANELS NETWORK (STAIRWELL FACING)

