

NEW YORK MEDIA KIT

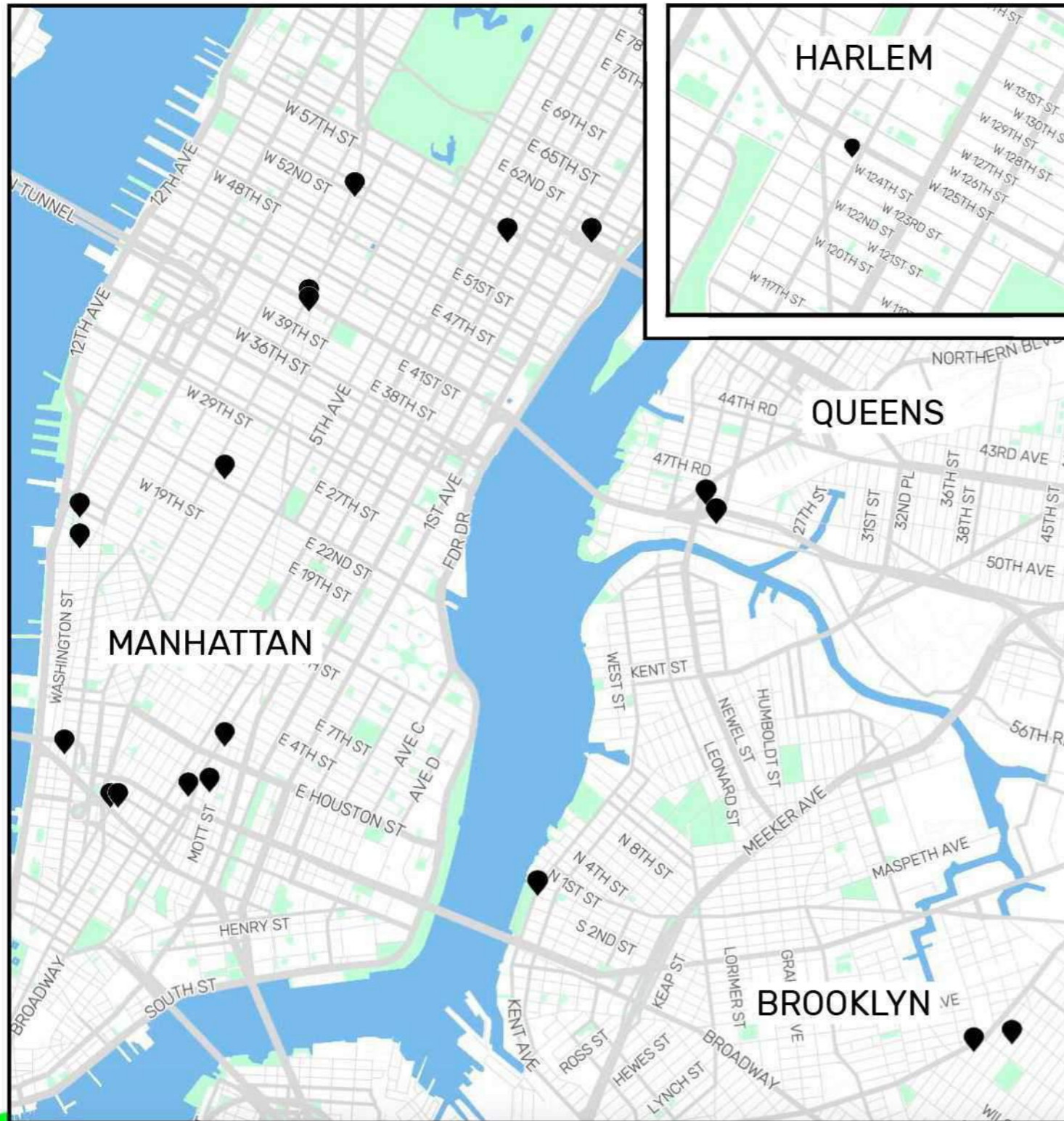
American

Guerilla

Marketing



WELCOME TO NEW YORK



22M

RESIDENTS IN THE
NEW YORK DMA

65M

ANNUAL
VISITORS

#1

LARGEST DMA
IN THE COUNTRY

\$10M

DAILY EXPENDITURE
IN TIMES SQUARE

92M

TOTAL IMPRESSIONS
DELIVERED BY NT
EVERY WEEK

INVENTORY:

- STATIC
- DIGITAL
- LANDMARK

NEW YORK

#1002

HARLEM

This spectacular static windowscape is the largest display in Harlem, located on 125th St at the Harlem USA building (home to Magic Johnson Theater, retail shops, and more) and across the street from the landmark Apollo Theatre. New commercial and residential developments join museums, art galleries, elegantly refurbished brownstones, a variety of retail stores, and fine restaurants to make Harlem one of the most vibrant neighborhoods in New York City. More than 1,000,000 visitors come to Harlem each year to experience the cultural & entertainment attractions, such as art exhibitions, book fairs, and jazz festivals.

QUICK FACTS:

FORMAT: STATIC WINDOWSCAPE

SIZE: 19' H x 154' W

WEEKLY IMPS: 398,215

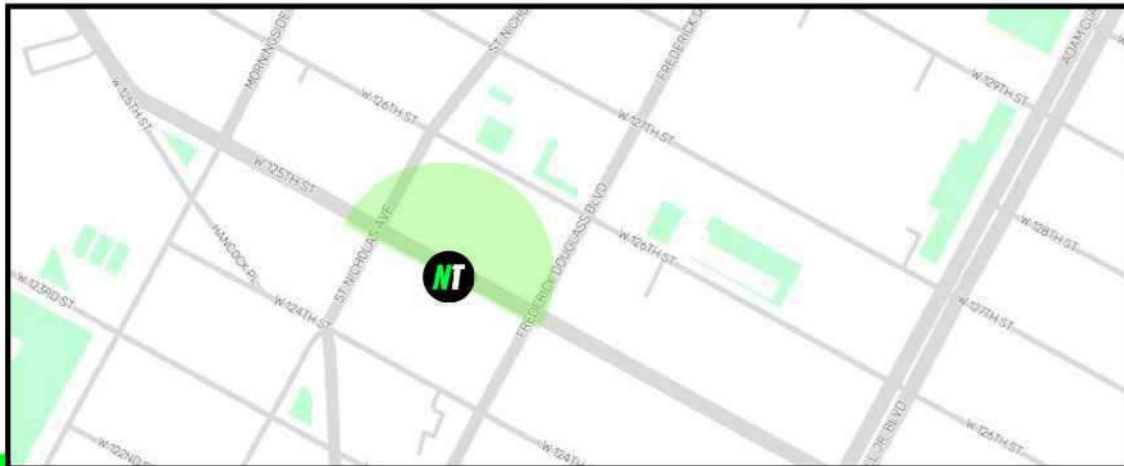
FACING: NORTH

READ: PARALLEL

LAT/LONG: 40.810389/-73.951842

CROSS STREETS: 125TH & FREDERICK DOUGLASS BLVD

1.6M
4-WEEK (A18+)
IMPRESSIONS



Source: Geopath Insights Suite (2020) | ID: 30850224 | A18+



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A Questlove Jawn
Summer of Soul
(...OR, WHY IN THE REVOLUTION COULD NOT BE TELEVISED)

In Theaters and on **hulu** July 2

CHUCK E CHEESE

OLD NAVY

T-Mobile

 **HARLEM**
NEW YORK 1002

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NEW YORK

#1005

HARLEM

This massive corner windowpane towers over the intersection of 125th Street & Frederick Douglass Boulevard on the side of Harlem USA, a 285,000-square-foot retail & entertainment complex located in Harlem. Both locals & tourists flock to Harlem USA's six levels of urban retail development including AMC Magic Johnson Theater, Old Navy, Modell's Sporting Goods, New York Sports Club, Chuck E. Cheese, JPMorgan Chase, and TD Bank. Museums, art galleries, elegantly refurbished brownstones, and a variety of retail stores & fine restaurants make Harlem one of the most vibrant neighborhoods in New York City. More than 1,000,000 visitors come to Harlem each year to experience the cultural & entertainment attractions, such as art exhibitions, book fairs, and jazz festivals.

QUICK FACTS:

FORMAT: STATIC WINDOWSCAPE

SIZE: 9.5' H x 91' W

WEEKLY IMPS: 705,511

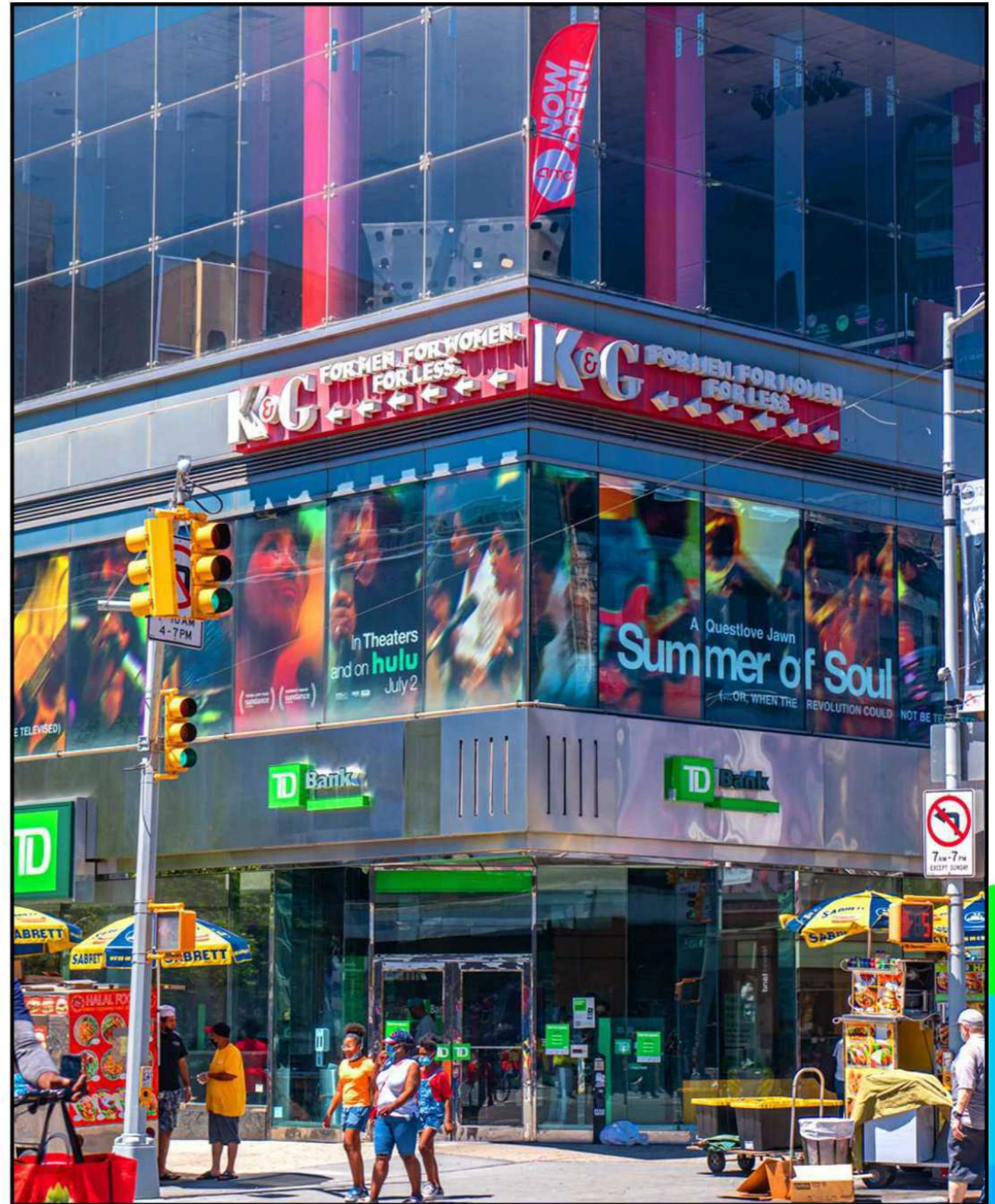
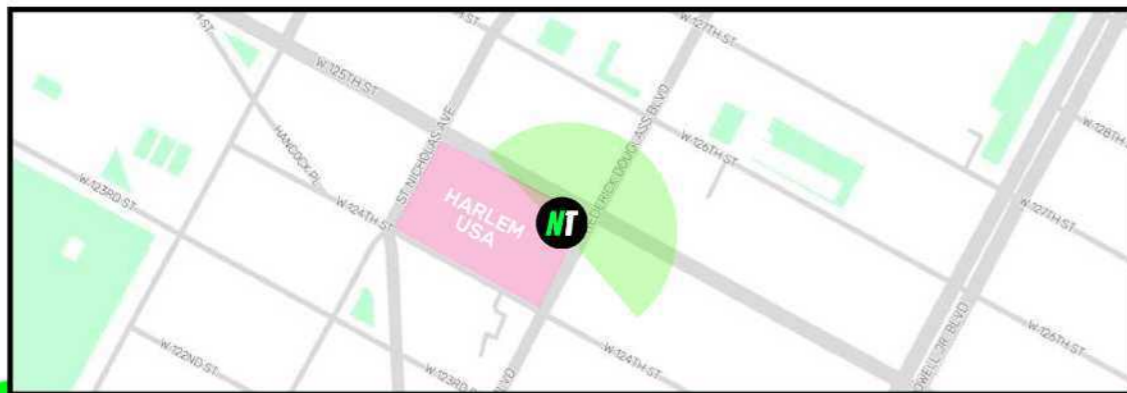
FACING: NORTH & EAST

READ: LEFT, RIGHT & PARALLEL

LATITUDE: 40.810123

LONGITUDE: -73.951420

2.8M
4-WEEK (A18+)
IMPRESSIONS



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K&G FOR MEN. FOR WOMEN. FOR LESS. K&G FOR MEN. FOR WOMEN. FOR LESS.

A Questlove Jawn
mer of Soul
(...OR, WHEN THE REVOLUTION COULD NOT BE TELEVISION)

In Theaters
and on **hulu**
July 2

A Questlove Jawn
Summer of Soul
(...OR, WHEN THE REVOLUTION COULD NOT BE TELEVISION)

TD Bank

TD Bank

TD

TD

No Right Turn
7AM-7PM
EXCEPT SUNDAY

HARLEM
NEW YORK 1005

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NEW YORK

#1014

MEATPACKING

With multi-street reads and unmatched exposure from the cobblestone plaza, this hand-painted wallscape is a well-known icon in the Meatpacking District. Perched next door to upscale shopping destinations and trendy restaurants such as STK and Serafina, this artistic signage is seen by thousands of bar-goers at popular nearby rooftops Restoration Hardware and Gansevoort Rooftop. This neighborhood's fashion scene is growing with luxury brands such as Louis Vuitton, Hermes, and Loro Piana opening boutiques within eyeshot of this unique wallscape.

QUICK FACTS:

FORMAT: HAND-PAINTED WALLSCAPE

SIZE: 21' H x 21' W

WEEKLY IMPS: 42,430

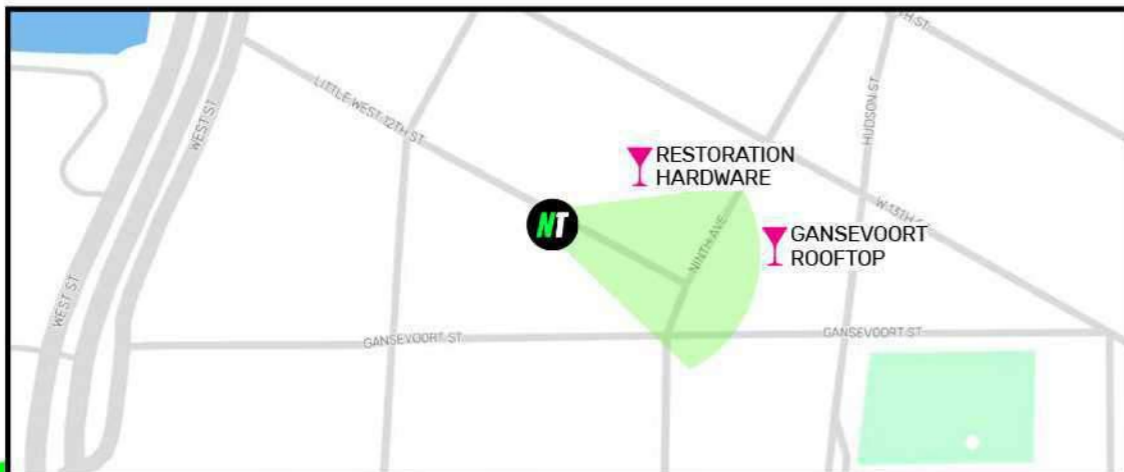
FACING: EAST

READ: RIGHT

LAT/LONG: 40.739844/-74.007114

CROSS STREETS: 12TH B/W 9TH & WASHINGTON

170k
4-WEEK (A18+)
IMPRESSIONS



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VIEW FROM RESTORATION HARDWARE



**MEATPACKING
NEW YORK 1014**

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NEW YORK

#1034

NOHO

This highly visible wallscape sits above the influential KITH flagship store in NYC's chic neighborhood of NoHo, surrounded by luxury residential buildings, hip & trendy retail venues, and world-class restaurants such as ACME, Vic's, and Gato. Reaching over 4 blocks of heavy pedestrian and vehicular traffic, this premium wallscape offers a clear read from Houston Street and helps brands reach hip & affluent consumers who frequent the neighborhood. NoHo's loft-heavy residential offerings have long been home to artists & writers and now welcomes a slew of new hotels, restaurants, and retail tenants.

QUICK FACTS:

FORMAT: STATIC WALLSCAPE

SIZE: 30' H x 13' W

WEEKLY IMPS: 339,352

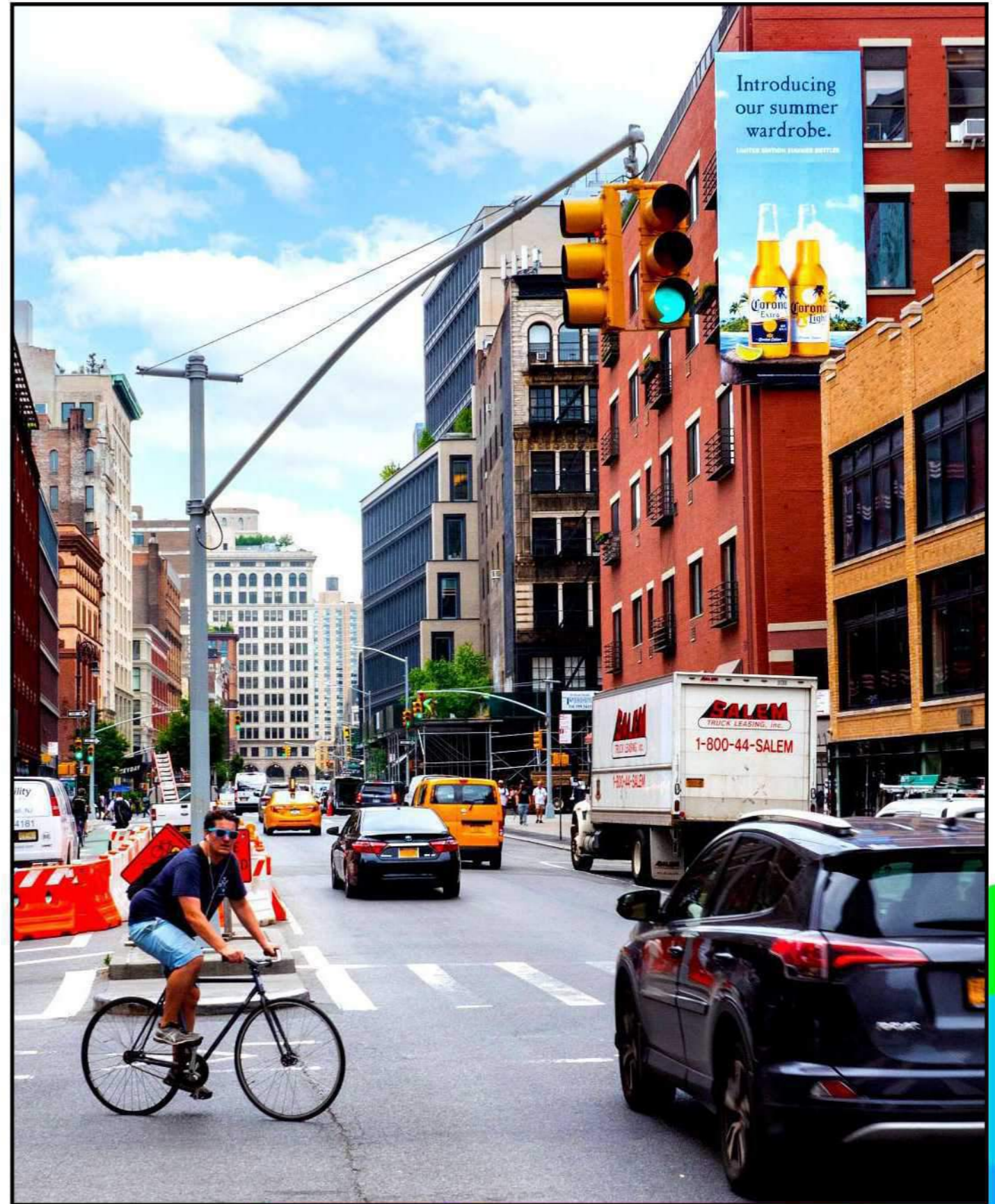
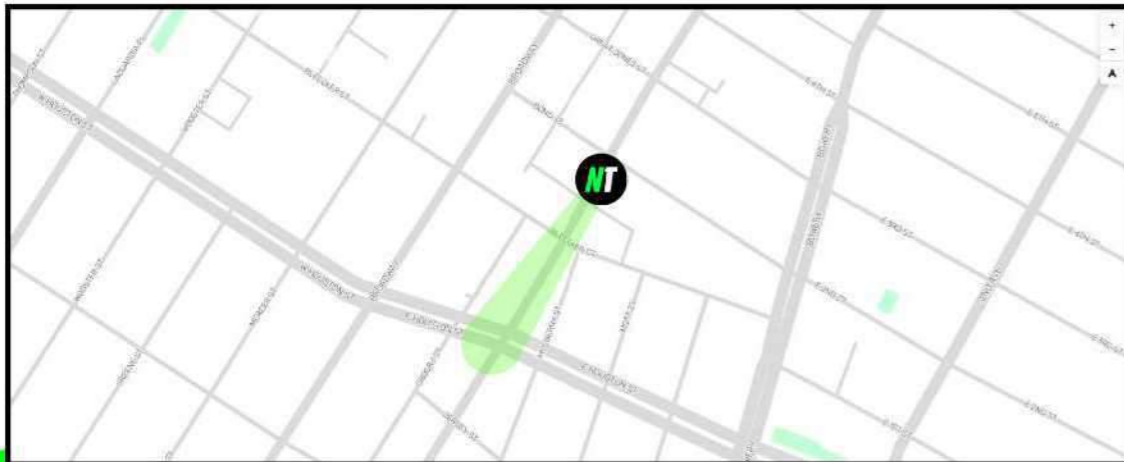
FACING: SOUTH

READ: RIGHT

LAT/LONG: 40.726228/-73.994244

CROSS STREETS: LAFAYETTE & BLEECKER

1.3M
4-WEEK (A18+)
IMPRESSIONS



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NOHO
NEW YORK 1034

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TUDOR
 #BORN
 TODARE
 SEATTLE 2017
 LADYDAGA

THE
 JAMES

DAVID BURKE Kitchen

ÉLAN FLOWERS
 NEW YORK
 1911

SOHO
 NEW YORK 1036

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 Marketing

NEW YORK

#1037

SOHO

Hanging above Lafayette's never-ending southbound traffic, this vertical wallscape boasts a long read and high visibility in one of New York City's prime shopping districts. Reaching millions of people out & about on SoHo's streets every day, as well as chic New York visitors staying at the NOMO SOHO right next door, this unit sits on the building that houses Dolce and Gabbana's NYC headquarters. This high-profile display is ideal for brands targeting this exclusive SoHo audience as it captures the attention of shoppers, diners, and city-lovers enjoying the area's abundant pop-ups, restaurants, art galleries, and nightlife destinations. Various tech start-ups and ad agencies are also located in the neighborhood, providing brands with a valuably diverse NY audience.

QUICK FACTS:

FORMAT: VERTICAL WALLSCAPE

SIZE: 52' 8" H x 21' 4" W

WEEKLY IMPS: 223,978

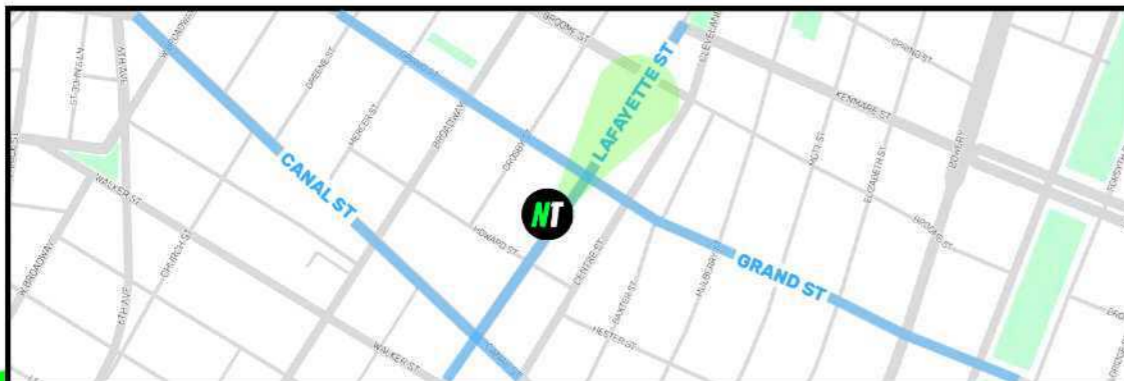
FACING: NORTH

READ: RIGHT

LAT/LONG: 40.719592 / -73.999715

CROSS STREETS: LAFAYETTE & GRAND

896k
4-WEEK (A18+)
IMPRESSIONS



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SWAROVSKI
IGNITE YOUR DREAMS

SOHO
NEW YORK 1037

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Marketing

NEW YORK

#1041

BUSHWICK

This great vertical wallscape is located on the East Williamsburg/Bushwick border at the heavily trafficked intersection of Thames, Varick, and Flushing Ave. Following in the footsteps of Williamsburg, Bushwick has transformed into the definition of Brooklyn cool. In the last few years, a steady migration of 25 to 35-year-old art & music lovers have been flocking to this ultra-hip neighborhood for its vast array of bars, restaurants, and art galleries. On any given day, the streets of Bushwick are peppered with cyclists, joggers, and hipster moms with designer strollers. Along with the influx of youthful creativity and entrepreneurship, colorful murals are taking over from grungy graffiti, brightening the industrial character of the neighborhood.

QUICK FACTS:

FORMAT: STATIC WALLSCAPE

SIZE: 28' 4" H x 16' W

WEEKLY IMPS: 141,046

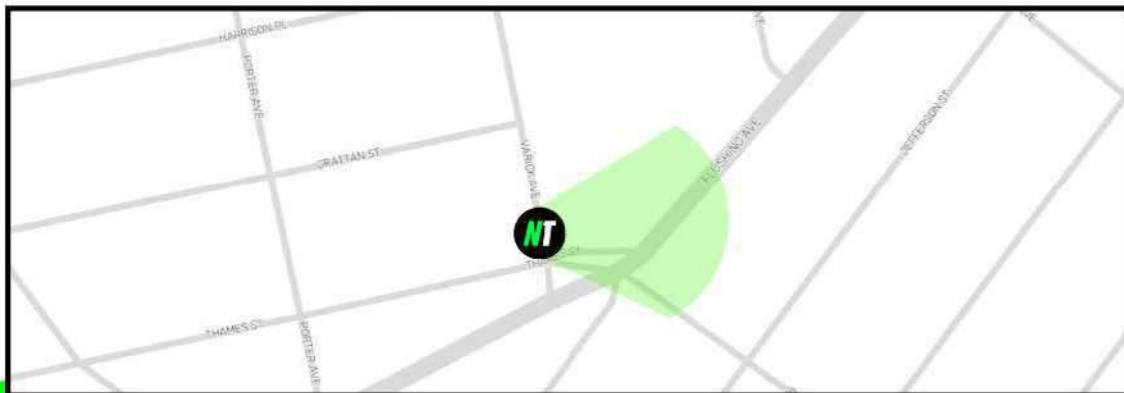
FACING: EAST

READ: RIGHT

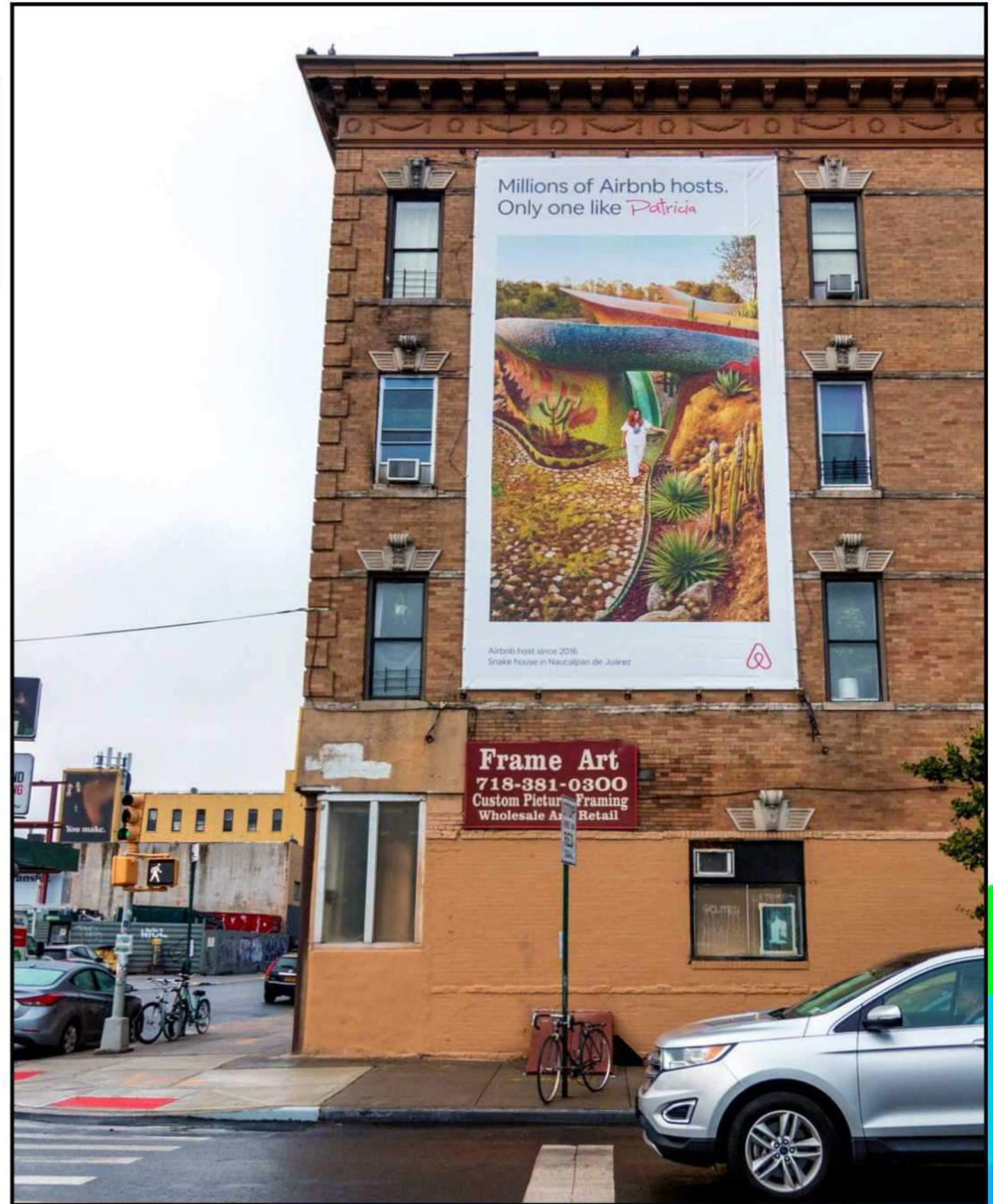
LAT/LONG: 40.705853/-73.926778

CROSS STREETS: THAMES & VARICK

564k
4-WEEK (A18+)
IMPRESSIONS



Source: Geopath Insights Suite (2020) | ID: 30850240 | A18+



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BUSHWICK
NEW YORK 1041

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NEW YORK

#1042

WILLIAMSBURG

This double wallscape spectacular is located at the corner of 1st St & Kent Ave in Williamsburg, one of the hippest neighborhoods in Brooklyn situated across the East River from Manhattan's Lower East Side. Both locals & tourists alike are drawn to Williamsburg for its distinct hipster vibe: indie music shows, eccentric gallery exhibits, and unique artisan shops bring daily foot traffic while trendy restaurants, edgy bars, and stylish clubs keep the neighborhood bumping all night long.

QUICK FACTS:

FORMAT: CORNER SPECTACULAR

SIZE: 22' H x 14' 8" W & 14' H x 50' W

WEEKLY IMPS: 203,299

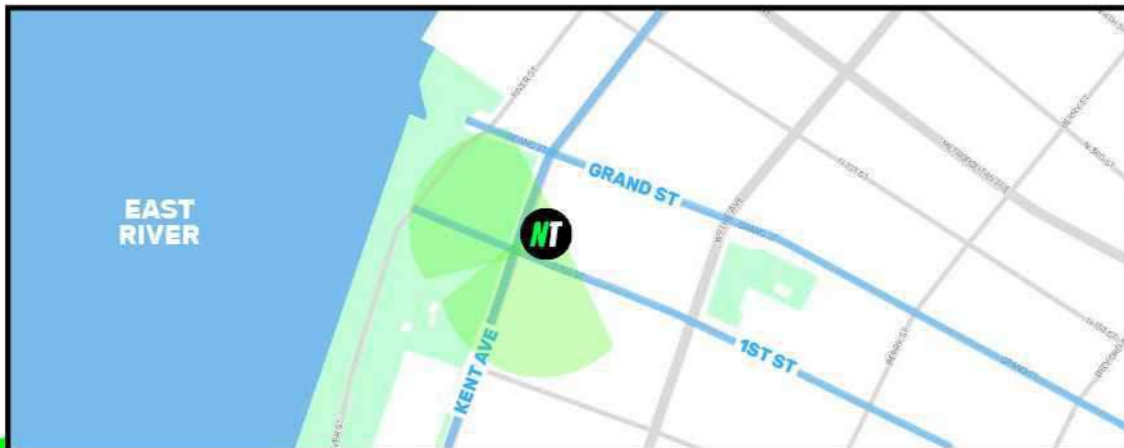
FACING: SOUTH & WEST

READ: LEFT & RIGHT

LAT/LONG: 40.71558/-73.966283

CROSS STREETS: 1ST ST & KENT AVE

813k
4-WEEK (A18+)
IMPRESSIONS



Source: Geopath Insights Suite (2020) | ID: 30768867 & 30768863 | A18+



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WILLIAMSBURG BROOKLYN



WILLIAMSBURG
NEW YORK 1042

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WILLIAMSBURG BROOKLYN



718-782-7040
WILLIAMSBURG Metal
Spinning and Start-up Corp.
SHIPPING & RECEIVING ON SOUTH 1st STREET

ONE WAY

STOP

832 059

Kent Avenue

ONE WAY

ONE WAY

WILLIAMSBURG

 **WILLIAMSBURG**
NEW YORK 1042

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 **WILLIAMSBURG**
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NEW YORK

#1045

TIMES SQUARE

Hailed as the largest static execution in New York City, over 30,000 square feet of vinyl uniquely surrounds the south, west, and east exteriors of 1 Times Square, home of the world-famous New Year's Eve Ball. Comprised of 6 massive panels hanging south over 42nd Street, west over 7th Avenue, and east over Broadway, this static spectacular package targets both vehicular and pedestrian traffic in the heart of NYC. Times Square is a year-round hotspot catering to over 100 million annual visitors – both locals & tourists alike – flocking to its flagship stores, Broadway productions, and iconic television studios. This larger-than-life display reads around-the-clock to bursting crowds due to its proximity to the city's busiest subway station – *Times Square-42 St* – serving over 65 million annual riders.

QUICK FACTS:

FORMAT: STATIC SPECTACULAR

SIZE: 165' H x 187' W

WEEKLY IMPS: 3,649,766

FACING: SOUTH, WEST, EAST

READ: RIGHT, LEFT, PARALLEL

LAT/LONG: 40.756111/-73.986526

CROSS STREETS: 42ND & 7TH

15M
4-WEEK (A18+)
IMPRESSIONS



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THE LARGEST STATIC EXECUTION IN NEW YORK





ASH

THE NINTENDO GAMEBOY ADVANCE

Look nice today. That's all.
Complimentary message from the team at Slack

TAKE THE ROAD NEVER TRAVELED

Introducing the all-new HONDA PASSPORT TO ADVENTURE

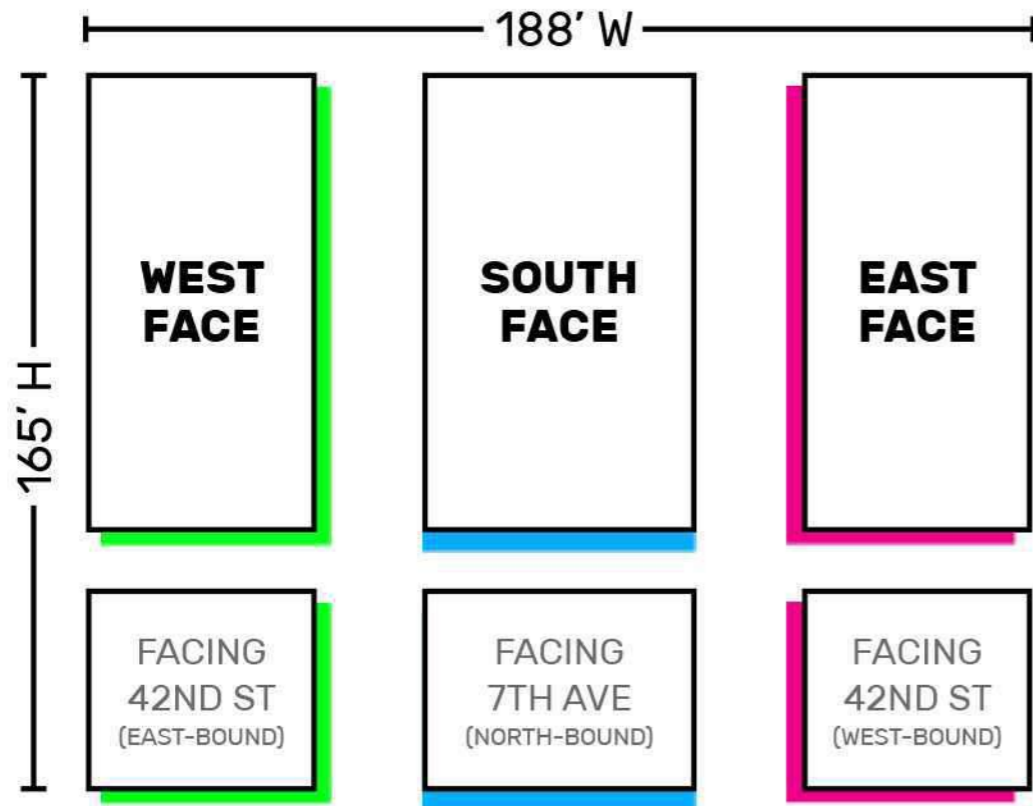
Introducing the all-new HONDA PASSPORT TO ADVENTURE

TIMES SQUARE
NEW YORK 1045

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OVER 30,000 SQ FT!





 **TIMES SQUARE**
NEW YORK 1045

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NEW YORK

#1050

MEATPACKING

This top-shelf wallscape is located in the heart of the Meatpacking District with one of the longest reads in the neighborhood, visible as far east as 8th Avenue. This unit is well-positioned along beautifully cobblestoned 14th Street and is surrounded by a variety of high end retail, hotels, restaurants, and nightlife destinations. This uniquely shaped wallscape is also sandwiched between the High Line to the west, the Apple Store to the east, Chelsea Market & Google to the north, and SoHo House & Gansevoort Hotel to the south. This is a landmark location for any brand looking to reach an affluent, trendsetting audience that lives, works, and plays in this one-of-a-kind neighborhood.

QUICK FACTS:

FORMAT: STATIC WALLSCAPE

SIZE: 40' H x 30' W

WEEKLY IMPS: 332,823

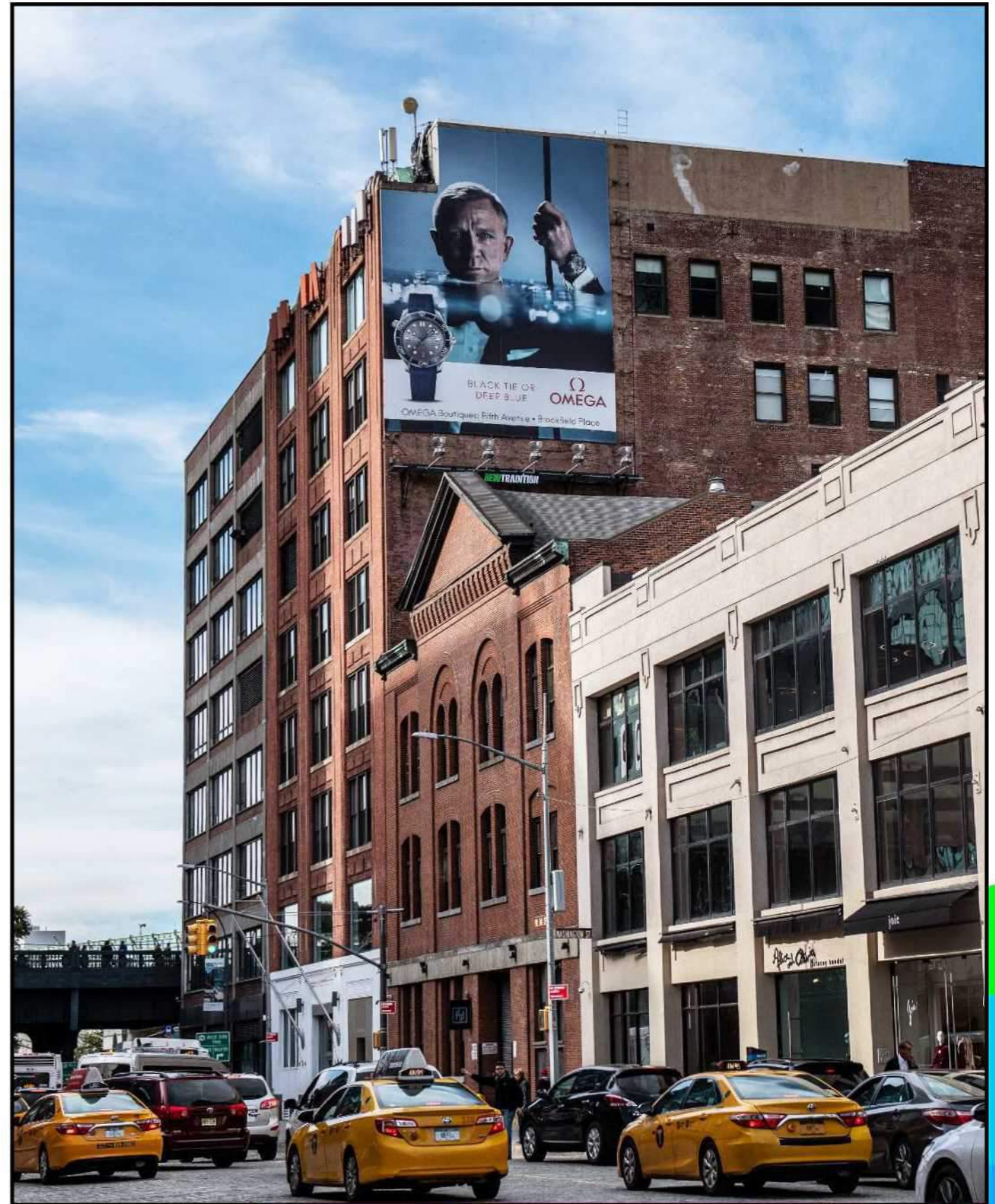
FACING: EAST

READ: RIGHT

LAT/LONG: 40.741935/-74.007143

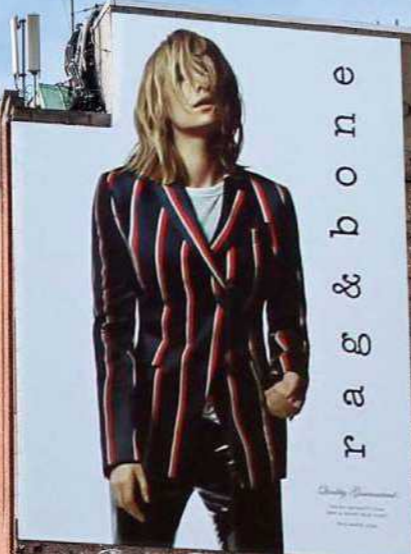
CROSS STREETS: 14TH & WASHINGTON

1.3M
4-WEEK (A18+)
IMPRESSIONS



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 **MEATPACKING**
NEW YORK 1050

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ONE WAY

VAN OWNERS

GIANNUZZI LEWENDON

MEATPACKING
NEW YORK 1050

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Marketing



 **MEATPACKING**
NEW YORK 1050

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NEW YORK

#1053

SOHO

Nestled at the corner of Spring & Greenwich, this street-level bulletin stands out with a long, unobstructed read capturing both eastbound vehicular traffic and non-stop pedestrian traffic heading into the heart of SoHo, one of NYC's most fashionable neighborhoods. Both tourists & locals flock to the area's trendy bars & restaurants as well as Hudson River Park, which runs the length of the West side of Manhattan. New Yorkers are especially drawn here during the summertime to enjoy the park's various green space as well as tennis, mini golf, running paths, and other outdoor activities the city has to offer.

QUICK FACTS:

FORMAT: STATIC BULLETIN

SIZE: 24' H x 23' W

WEEKLY IMPS: 138,251

FACING: WEST

READ: RIGHT

LAT/LONG: 40.725817/-74.00878

CROSS STREETS: SPRING & GREENWICH

553k
4-WEEK (A18+)
IMPRESSIONS



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736.9425
www.therenwick.com
ON A ONE
BLOCK
STREET
IN AN
ALL GLASS
BUILDING
EFFORTLESS LIVING
44 CONDOMINIUMS
THE RENWICK
H. PHINNEY REALTY

SOHO
NEW YORK 1053

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NEW YORK

#1054

UPPER EAST SIDE

Located on the corner of 61st Street and 1st Avenue, this tall vertical unit is one of the select few wallscape that exists on the coveted Upper East Side neighborhood of Manhattan. The Upper East Side is sleek, chic, and classic NYC, catering to a wide mix of families, young professionals, and generational Manhattanites. This is the most densely populated residential neighborhood in NYC and this premium wallscape is located in close proximity to a variety of popular destinations such as movie theaters, gyms, bars, restaurants, and retail shops. 61st Street also feeds into the 59th Street/Ed Koch Queensboro Bridge from the FDR, providing this display with almost non-stop exposure to Queens-bound vehicular traffic.

QUICK FACTS:

FORMAT: STATIC WALLSCAPE

SIZE: 33' 8" H x 15' W

WEEKLY IMPS: 178,382

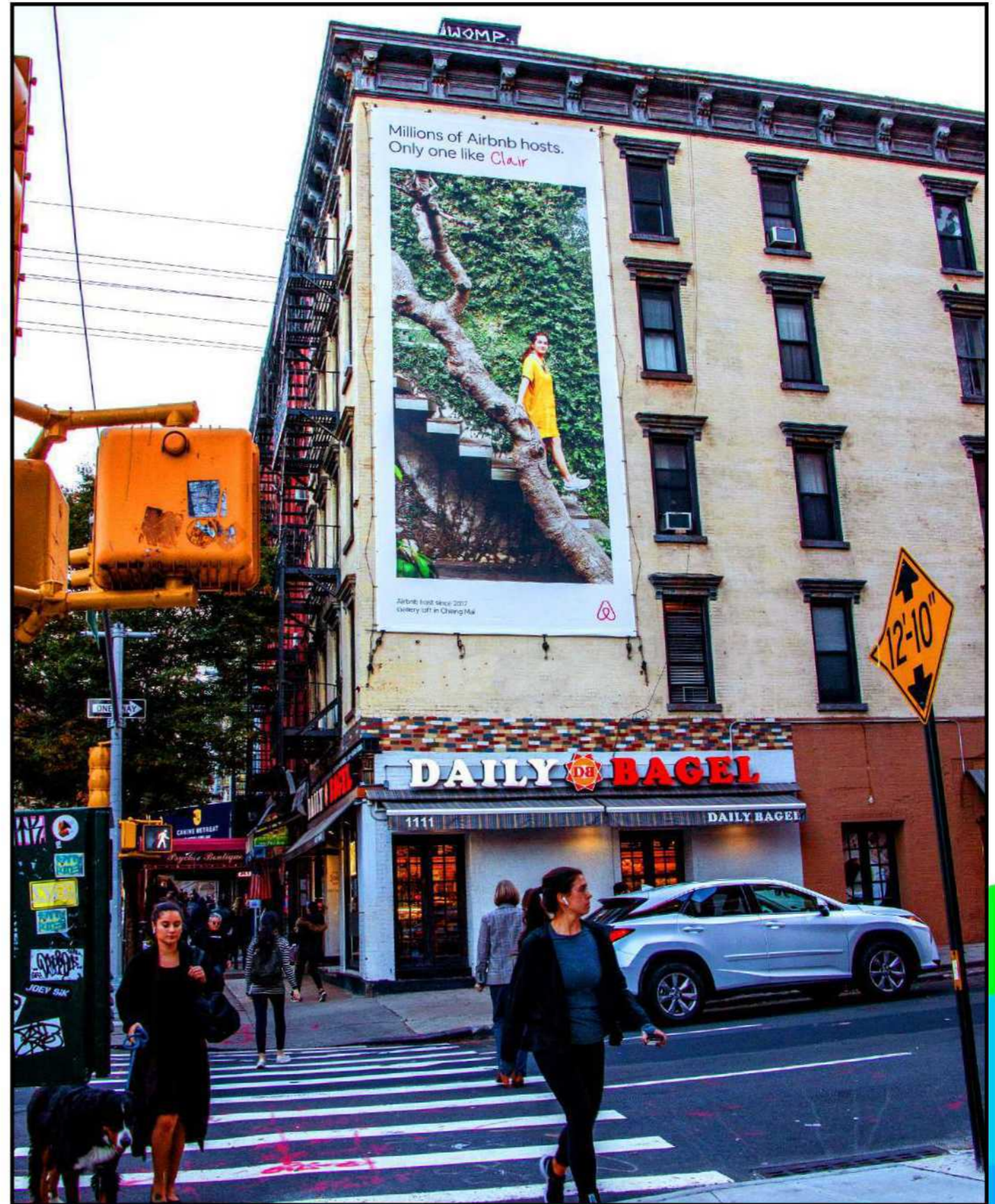
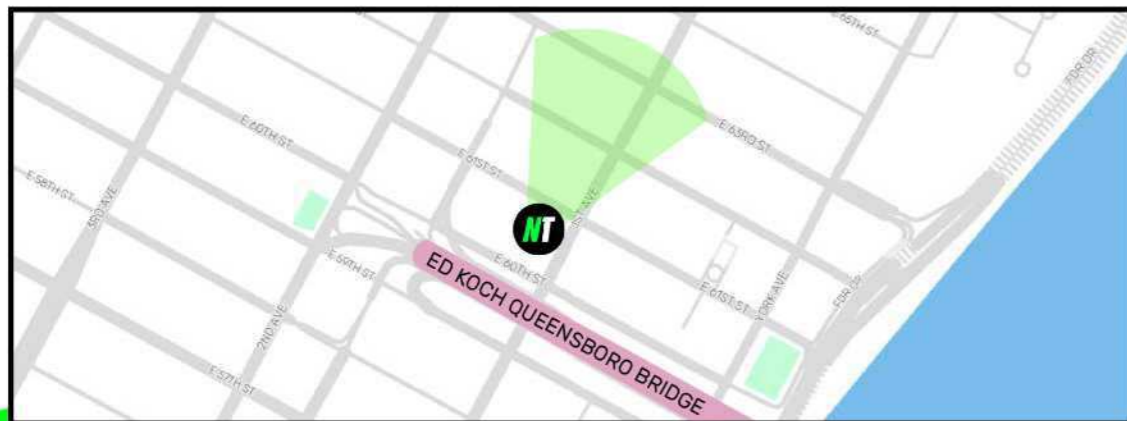
FACING: NORTH

READ: RIGHT

LAT/LONG: 40.760875/-73.961312

CROSS STREETS: 61ST & 1ST

713k
4-WEEK (A18+)
IMPRESSIONS



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UPPER EAST SIDE
NEW YORK 1054

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Guerilla
Marketing

NEW YORK

#1055

SOHO

Perched above the popular intersection of West Broadway and Grand St, this tall vertical unit is located in the epicenter of trendy restaurants, hotels and shopping that line the streets of SoHo. With the SoHo Grand Hotel, The James New York, Acme Studios, and Lucky Strike all within a one-block radius, this bustling area brings in both tourists and locals looking for a truly picturesque NYC experience. Just ask the rich & famous: SoHo is home to some of the most expensive residential apartments in NYC.

QUICK FACTS:

FORMAT: STATIC WALLSCAPE

SIZE: 42' H x 9' W

WEEKLY IMPS: 179,689

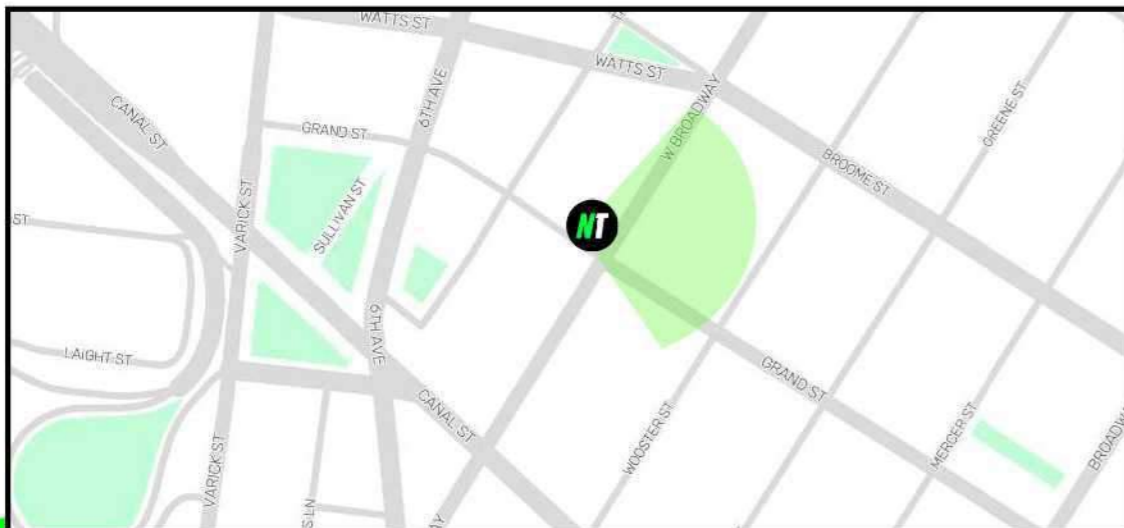
FACING: EAST

READ: RIGHT & LEFT

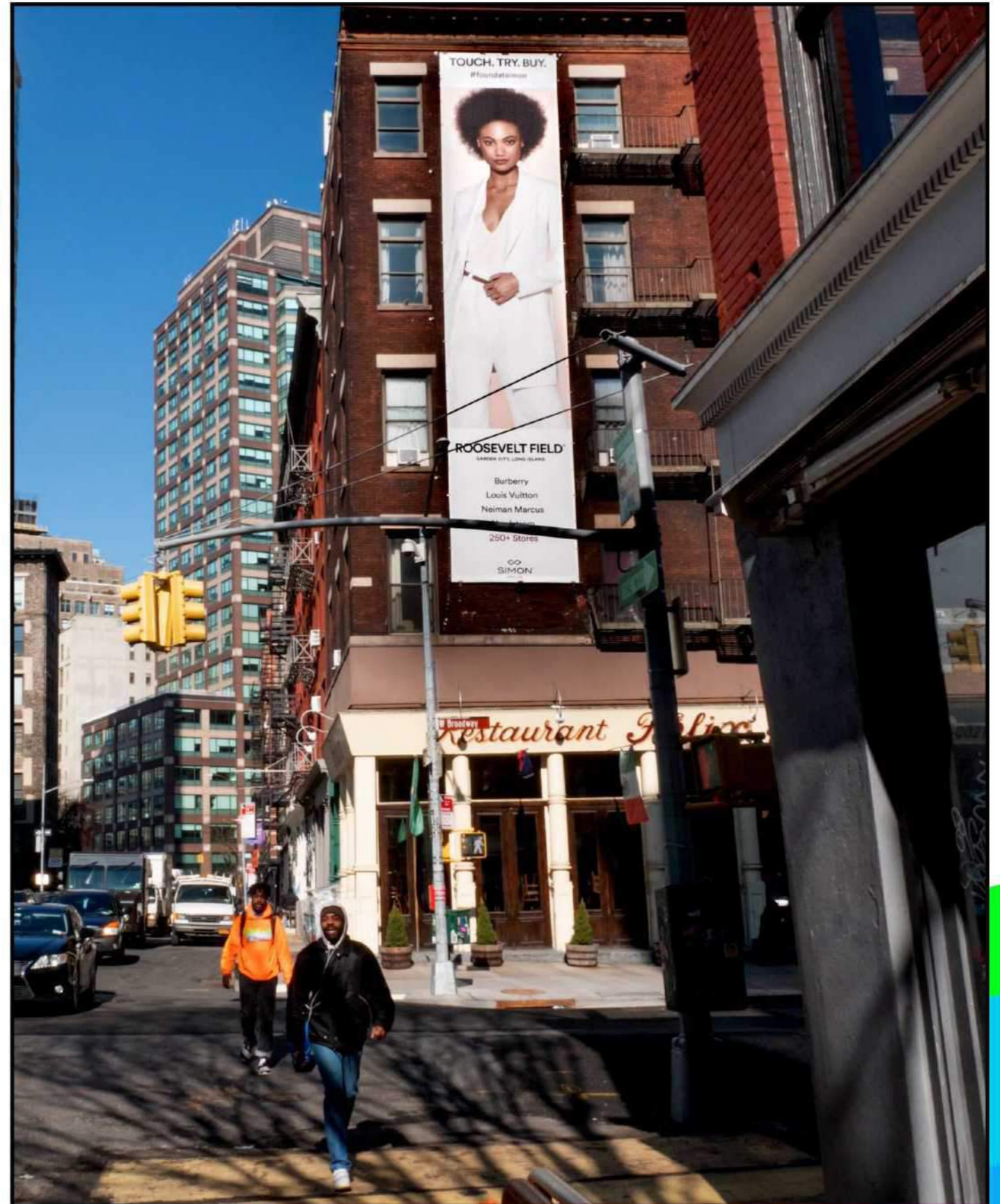
LAT/LONG: 40.722539/-74.003784

CROSS STREETS: GRAND & W BROADWAY

718k
4-WEEK (A18+)
IMPRESSIONS



Source: Geopath Insights Suite (2020) | ID: 30453090 | A18+



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 **SOHO**
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NEW YORK

#1056

MIDTOWN EAST

This unique 2-panel wallscape blends into the fabric of Lexington Avenue at the crossroads of Midtown East and the Upper East Side. This stretch of Lexington between 57th and 61st Street targets heavy southbound vehicular traffic and nonstop pedestrian traffic along this popular retail corridor home to Bloomingdales flagship store and several high profile retail tenants including H&M and Zara. Bloomberg's global headquarters is also right next door, along with some of New York City's largest corporations.

QUICK FACTS:

FORMAT: STATIC WALLSCAPE

SIZE: 54' H x 29' W & 34' H x 22' W

WEEKLY IMPS: 1,017,388

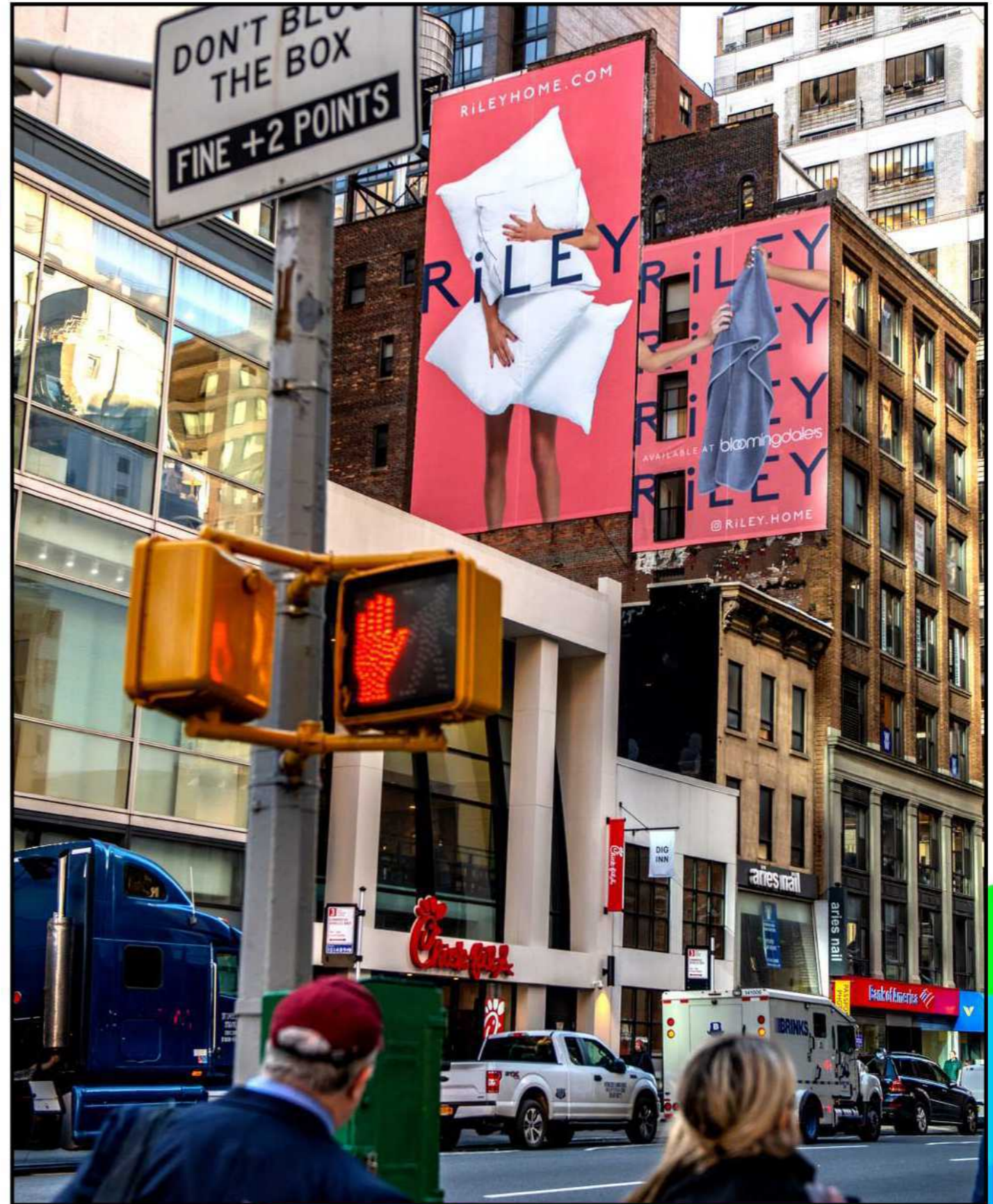
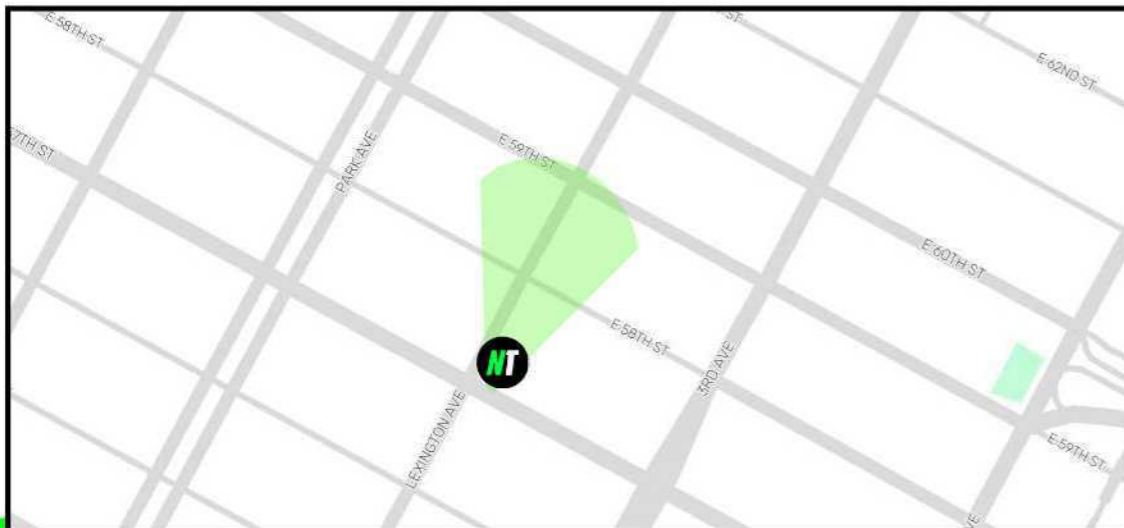
FACING: NORTH

READ: LEFT

LAT/LONG: 40.76108/-73.968817

CROSS STREETS: 57TH & LEXINGTON

4M
4-WEEK (A18+)
IMPRESSIONS



Source: Geopath Insights Suite (2020) | ID: 3637221, 30879376 | A18+

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MIDTOWN EAST
NEW YORK 1056

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NEW YORK

#1057

SOHO

Located at the nexus to two of Manhattan's fashionable downtown neighborhoods, SoHo and Nolita, this brand new static billboard launching in November 2020 will stand tall on the corner of Prince & Mulberry. The low roof on this property was strategically chosen to allow this unit to embed itself into the fabric of the neighborhood with a clear read to both eastbound traffic on Prince and northbound traffic on Mulberry. This high-profile display is ideal for brands targeting an exclusive audience as it captures the attention of shoppers, diners, and city-lovers enjoying the area's abundant pop-ups, restaurants, art galleries, and nightlife destinations. Various tech start-ups and ad agencies are also located in the neighborhood, providing brands with a valuably diverse audience.

QUICK FACTS:

FORMAT: STATIC BILLBOARD

SIZE: 23' H x 25' W

WEEKLY IMPS: 255,246

FACING: SOUTHEAST

READ: RIGHT & LEFT

LAT/LONG: 40.723501/-73.995785


CROSS STREETS: PRINCE & MULBERRY


1M
4-WEEK (A18+)
IMPRESSIONS



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Put your money
where your  is.

 public.com

Just a billboard,
not investment advice.

 **SOHO**
NEW YORK 1057

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American
Guerilla
Marketing



St
ONE WAY

ilvesto

ONE WAY
ONE WAY

SOHO
NEW YORK 1057

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NEW YORK

#1060

LIE OUTBOUND

This tall, elevated, oversized bulletin overlooks the busy Long Island Expressway (I-495) in Long Island City, Queens, targeting Queens-bound traffic exiting the Queens-Midtown Tunnel from Manhattan. This crucial thoroughfare between the two boroughs accommodates approximately 80,000 vehicles every day, providing this top-notch unit with considerable dwell time during rush-hour traffic as it's strategically positioned just a thousand feet from the tunnel's exit. Thanks to its height, this static spectacular has incredibly viewability (to vehicles, pedestrians, and nearby residents), visible to southbound traffic on 11th St heading towards the Pulaski Bridge, eastbound traffic on 50th Ave, and within the busy intersection of 11th/Pulaski, 49th Ave, and Jackson Ave. As an added bonus, this unit also reaches vehicles traveling eastbound along 49th Ave, a populated roadway running parallel to the LIE leading to the expressway on-ramp.

QUICK FACTS:

FORMAT: STATIC BULLETIN

SIZE: 28' H x 80' W

WEEKLY IMPS: 350,233

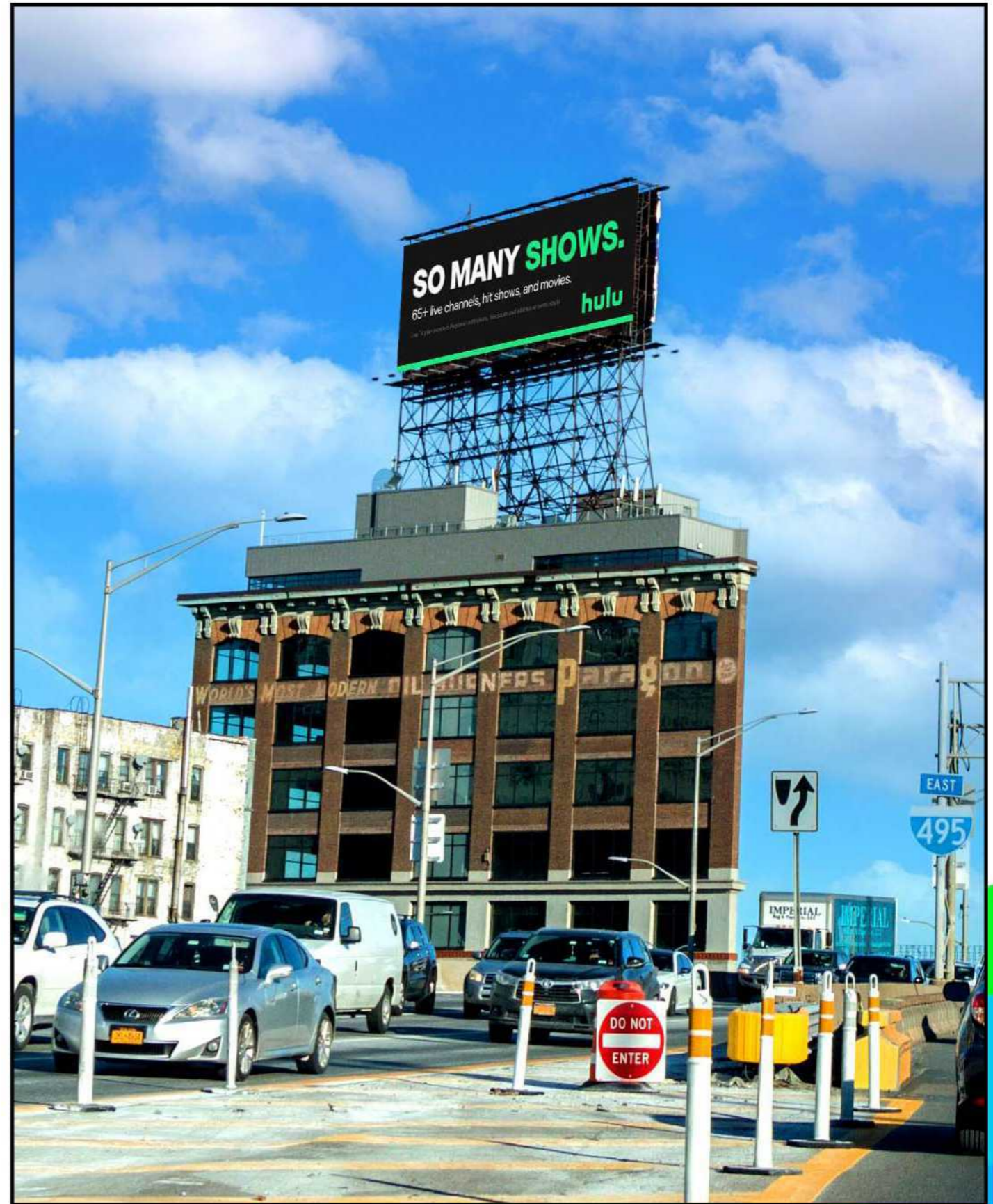
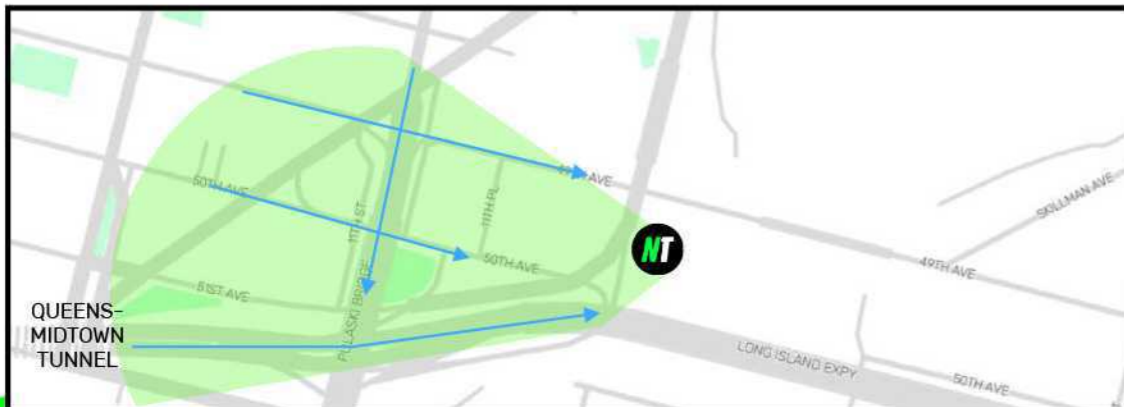
FACING: NORTHWEST

READ: RIGHT & LEFT

LAT/LONG: 40.742212/-73.949078

CROSS STREETS: LONG ISLAND EXPY & 21ST

1.4M
4-WEEK A18+
IMPRESSIONS



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LONG ISLAND EXPRESSWAY QUEENS-BOUND



 **LONG ISLAND CITY**
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NEW YORK

#1061

LIE INBOUND

This tall, elevated, oversized bulletin overlooks the busy Long Island Expressway (I-495) in Long Island City, Queens, targeting Manhattan-bound traffic heading into the Queens-Midtown Tunnel. This crucial thoroughfare between the two boroughs accommodates approximately 80,000 vehicles every day, providing this top-notch unit with considerable dwell time during rush-hour traffic as it's strategically positioned just a thousand feet from the tunnel's entrance. Thanks to its height, this static spectacular has an incredibly long read (to both vehicles & pedestrians as well as nearby residents), coming into view almost half a mile away as traffic crawls westbound towards the tunnel. As an added bonus, this unit also targets vehicles traveling westbound along 49th Ave, a populated roadway running parallel to the LIE.

QUICK FACTS:

FORMAT: STATIC BULLETIN

SIZE: 28' H x 80' W

WEEKLY IMPS: 474,414

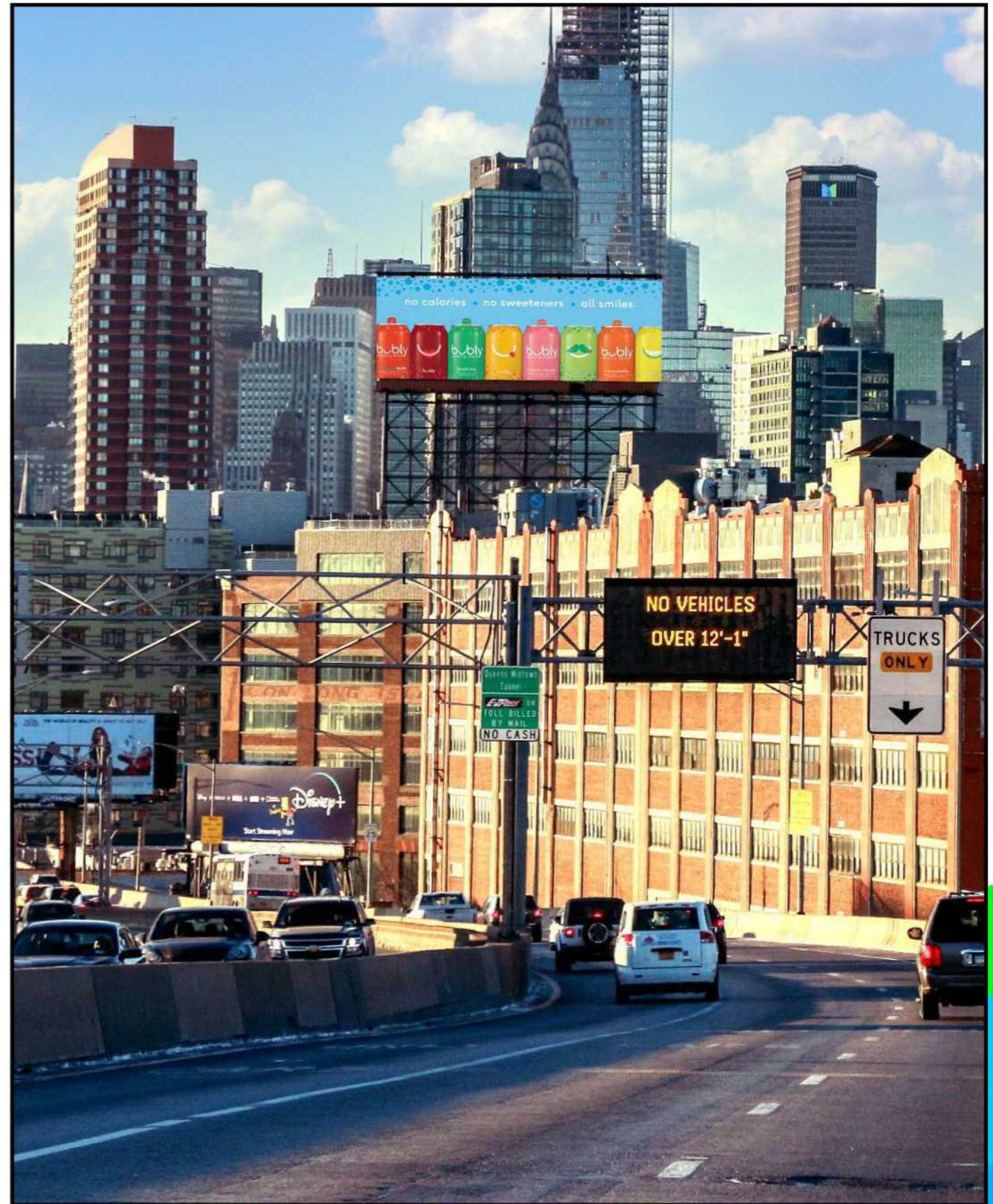
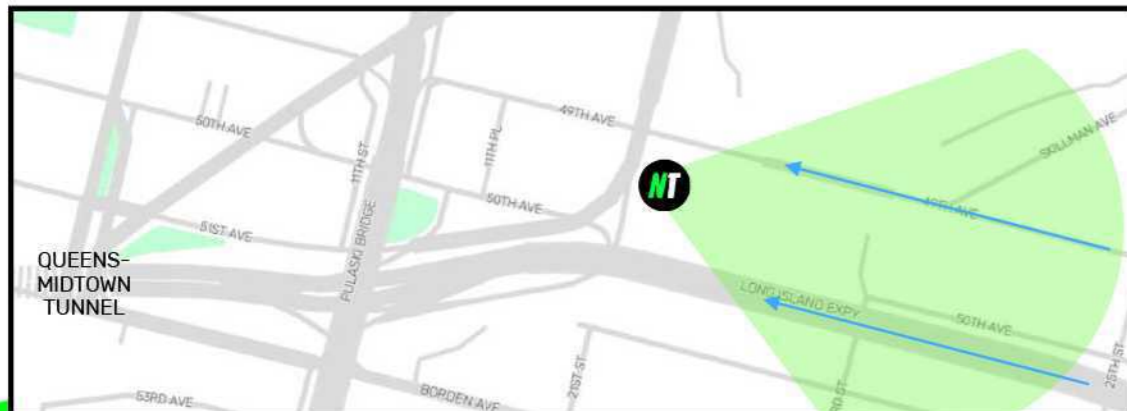
FACING: EAST

READ: RIGHT (I-495) & LEFT (49TH AVE)

LAT/LONG: 40.742212/-73.949078

CROSS STREETS: LONG ISLAND EXPY & 21ST

1.9M
4-WEEK A18+
IMPRESSIONS



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LONG ISLAND EXPRESSWAY MANHATTAN-BOUND



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#1062

SOHO

Launching in Q3 of 2021 on a brand new real estate development, this unique sign will be a welcome addition to the high-end neighborhood of SoHo in lower Manhattan. Located on Spring Street between Lafayette & Broadway, this is the perfect placement for brands looking to reach an affluent audience ready to spend. SoHo attracts locals & tourists alike due to its premium collection of luxury boutiques, flagship storefronts, and extravagant bars & restaurants, making it a true New York City icon.

QUICK FACTS:

FORMAT: STATIC WALLSCAPE

SIZE: 15' H x 20' W

WEEKLY IMPS: 481,472

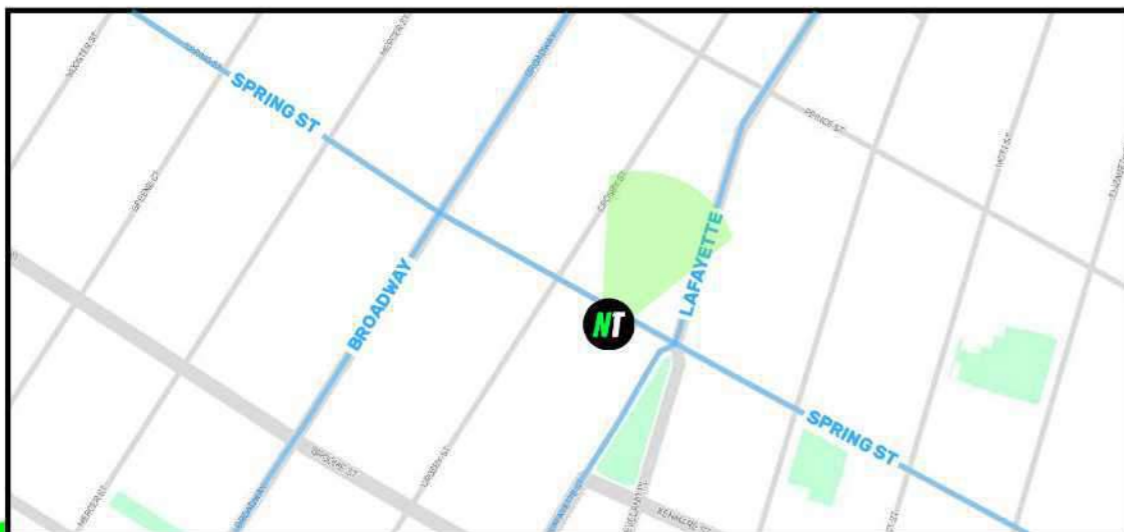
FACING: NORTH

READ: PARALLEL

LAT/LONG: 40.722350/-73.997564

CROSS STREETS: SPRING & LAFAYETTE

1.9M
4-WEEK (A18+)
IMPRESSIONS



Source: Geopath Insights Suite (2020) | ID: 30985046 | A18+



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#1063

LONG ISLAND EXPRESSWAY

This unique 3-stack wallscape combo overlooks the busy Long Island Expressway (I-495) in Long Island City, Queens, targeting Manhattan-bound traffic heading into the Queens-Midtown Tunnel. This crucial thoroughfare between the two boroughs accommodates approximately 80,000 vehicles every day, providing this eye-catching unit with considerable dwell time during rush-hour traffic as it's strategically positioned just a thousand feet from the tunnel's entrance. Totalling over 2,300 square feet, this highway-level spectacular offers a unique opportunity for creative-driven clients looking to target the valuable LIE audience. This unit is also located opposite NY #1061, which can be combined with #1063 to dominate on both sides of the expressway.

QUICK FACTS:

FORMAT: 3-STACK WALLSCAPE

SIZE: 61' H x 25' W (x1) & 52' H x 16' 6" W (x2)

WEEKLY IMPS: 1,203,706

FACING: EAST

READ: LEFT

LAT/LONG: 40.74064/-73.948856

CROSS STREETS: LONG ISLAND EXPY & 23RD

4.8M
4-WEEK (A18+)
IMPRESSIONS



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LONG ISLAND EXPY 3-STACK



LONG ISLAND EXPRESSWAY
NEW YORK 1063

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LONG ISLAND EXPY 3-STACK

HADESTOWN
ON BROADWAY

BROADWAY'S
TONY AND
GRAMMY-
WINNING
BEST
MUSICAL

HADESTOWN
ON BROADWAY



LONG ISLAND EXPRESSWAY
NEW YORK 1063

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#1061
MANHATTAN-BOUND

LONG ISLAND EXPY
3-STACK

BROADWAY'S
TONY AWARD
GRAMMY-WINNING
BEST MUSICAL

HADES TOWN
ON BROADWAY

HADES TOWN
ON BROADWAY

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LIKE WHAT YOU SEE? _____

LET'S TALK!

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**THANK

YOU!**