



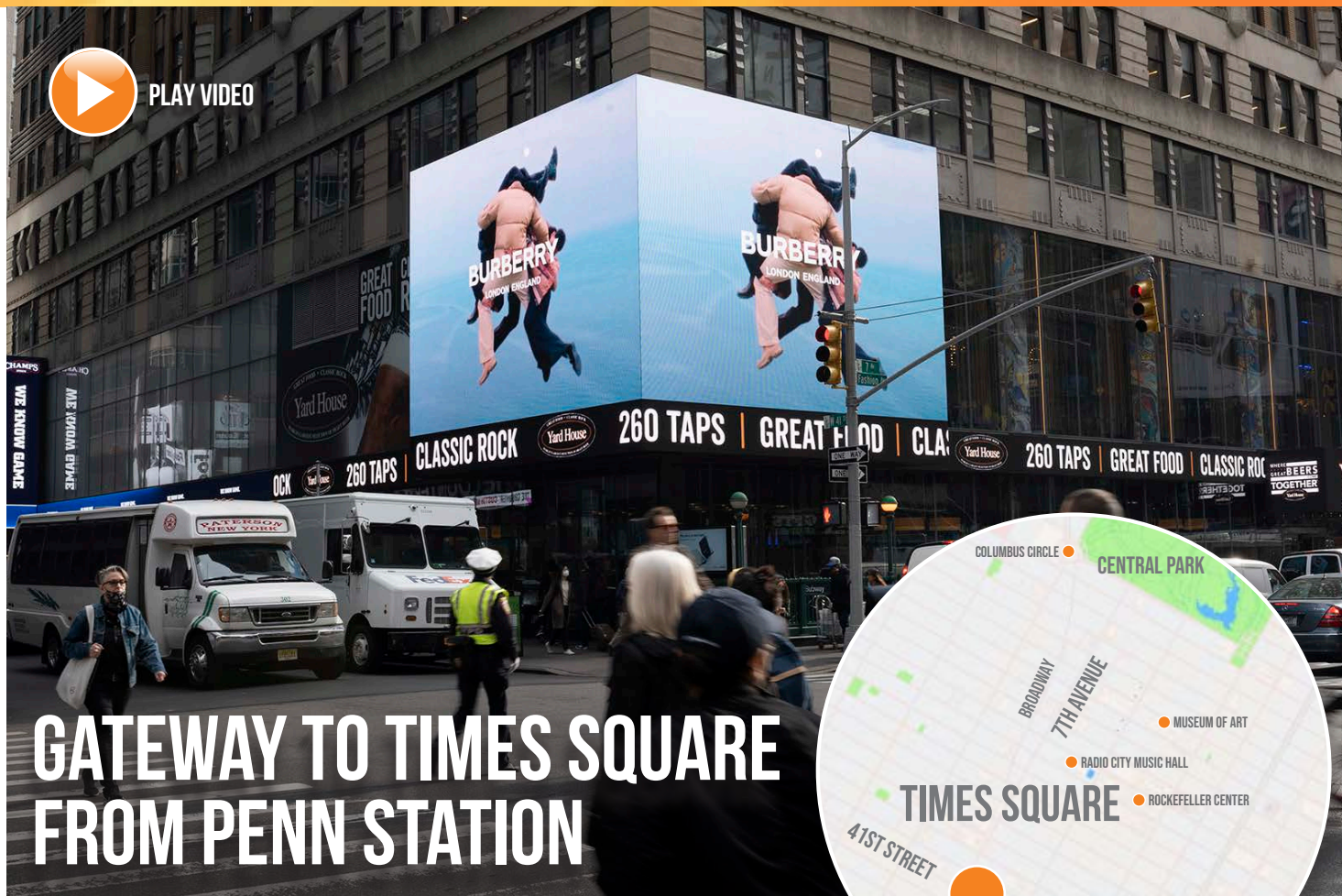
10 TIMES SQUARE, MANHATTAN

FOXPOINT

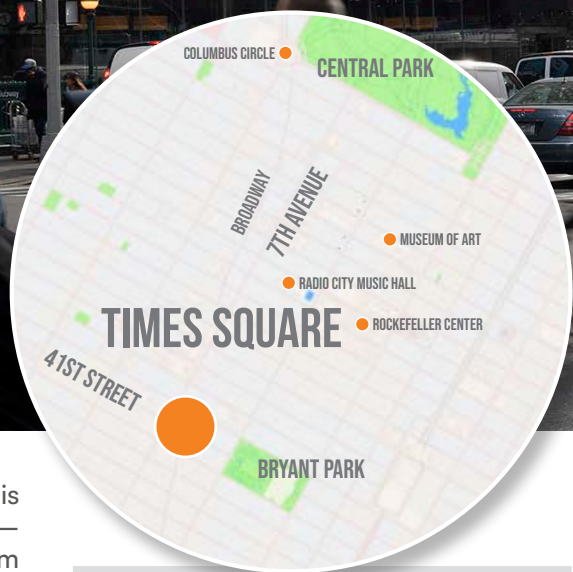
NEW YORK



PLAY VIDEO



# GATEWAY TO TIMES SQUARE FROM PENN STATION



Located at the southern edge of Times Square’s iconic “bow tie,” this full-motion digital display sits at a critical gateway into Times Square—capturing the massive daily flow of commuters and visitors emerging from Penn Station and moving north into the district.

Positioned at 41st Street and 7th Avenue, between Bryant Park and the Port Authority Bus Terminal, it delivers more than 2.2 million weekly impressions at a key moment of arrival—when audiences are most attentive and impressionable.

As the only full-motion digital unit on the building, it stands out in an otherwise oversaturated media landscape, commanding attention with unmatched clarity and impact.

With heavy congestion and constant pedestrian traffic driving extended dwell time, the display offers brands a rare opportunity for sustained engagement just outside Times Square’s most cluttered core.

A true gateway asset in one of the world’s most competitive media markets.

PANEL NO:	NY-02
MARKET:	New York
COMMUNITY:	Times Square
SIZE:	20'H x 67'W
LAT/LONG:	40.7551, -73.9871
FACING:	North/East
*IMPRESSIONS:	2,200,000
TAB ID:	30984126
TYPE:	Full Motion Digital
ILLUMINATION:	22hrs

*\*Impressions values are weekly based on Adults 18+.*