



outdoor digital video billboards

www.xtronx.com | san francisco 415.974.6500 | new york 212.362.7200

# At the Crossroads

**CBS Spectacular's Full-Motion Digital Video Billboard Is Located in the Times Square Area at the Center of Manhattan's Business, Commerce, Entertainment and Transportation Hubs**

## Main Attraction of Six Enormous CBS Eye-Catching Elements

- 20' x 26'
- 520 Square Feet of Signage

## Midtown Business Elite

- 21 Million Square Feet of Office Space
- 2.4 Million Square Feet More Under Construction
- Address for Bertelsmann, Conde Nast, Lehman Brothers, Ernst & Young, Morgan Stanley, Reuters and Viacom

## Transportation Hub

- Times Square Subway Complex  
N, Q, R, S, W, 1, 2, 3, 9, 7 Trains  
500,000 Straphangers, Each Day
- Port Authority  
200,000 Commuters, Each Day

## Creative Flexibility

- Run 15, 30 or 60-Second Spots
- Dynamic Scheduling to Change Creative

## CBS Spectacular

42nd Street between 7th & 8th Ave

New York, NY

20' x 26' LED screen • Single Screen

DEC: 350,000

RATES

Please contact us for pricing information

san francisco 415.974.6500  
new york 212.362.7200

or email us sales@xtronx.com

Spots can be displayed in 15, 30 or 60 second increments • Sold upon availability.  
Rates are subject to change without notice. All content is subject to approval by xtronx and CBS.

