



57 Key Locations

Premium Urban Footprint:

Achieve guaranteed visibility along high-traffic corridors in the city's most popular residential and commercial neighborhoods, including: **Midtown**, the **Upper West Side**, the **Upper East Side**, **Lower Manhattan**, and the **Financial District**.

Largest street level digital displays

in New York City (13.5' x 6')



Leverage creative flexibility

with [dynamic content](#) and motion ads* on bi-directional screens.



Position your brand

near relevant events, points of purchase, and iconic landmarks.

*[Limited motion](#) available on all units. [Full motion](#) capabilities available on 6 units in Times Square and 2 near Macy's



77%

of consumers in cities of 1M+ population have recently engaged with an OOH ad.



57%

of viewers immediately visited a business after exposure to a DOOH ad.

43%



visited the advertiser's website

39%



searched for more information about the advertiser/product

39%



made a physical purchase

Source: OAAA, The Harris Poll

Source: Nielsen



www.jcdecauxna.com

