

## Millennium Hotel - 145 West 44th Street

THE MOST  
FAMOUS  
OUT-OF-HOME  
SIGNS IN  
THE WORLD.



Static/LED  
Double Sided Permitted LED

**TIMES SQUARE - MILLENNIUM HOTEL - 145 WEST 44TH STREET**

**Times Square's total retail spending potential is \$1.6 billion**

### FAST FACTS

An estimated 1.5 million people pass through Times Square each day, and over 10 million vehicles drive by Times Square annually, giving OOS Investments LLC clients an exceptional rate of return on their advertising dollars. The digital sign is located on West 44th Street, 20 feet above the pavement. The display features an 8'x38' digital advertising unit manufactured in the U.S. It features state of the art 16 mm LED Technology screen with the industry leading color palette. The sign allows advertisers to feature full motion 15 second ads. Broadway's huge number of animated Neon and LED television-style signage have long made it one of New York's iconic symbols, and a symbol of the intensely-urban, Manhattan. Times Square is the only neighborhood in New York City with a zoning ordinance that requires tenants to display bright signs.

The LED specs are - Uncompressed AVI - 144 pixels (wide) x 688 pixels (tall) 30 frames per sec or 1000 frames per message = 33 sec max unit.

- The most famous Out-of-Home signs in the world.
- 274,000 people work in Times Square.
- Over 10 Million vehicles pass by annually.
- Over 73 million people have boarded a subway in Times Square.
- Times Square, New York (80% of NY Visitors, 50% DMA annually).
- 33,360 households
- Median income of \$75, 000 for residents between 25 and 34 years old
- 70% employed in creative occupations (arts, media, publishing, etc.)
- 58% college educated
- 158,000 office employees
- One in four Midtown office employees works in Times Square
- 71% of employees are under the age of 44