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# NEW YORK, NY

MARKET KIT



# NEW YORK NEW YORK

MANHATTAN  
BROOKLYN  
QUEENS

## **DMA RANKING: 1ST**

Available Assets: Wallscapes, Bulletins

As a global powerhouse and the most populous city in the United States, New York City's iconic ambiance is recognized worldwide. Attractions like Times Square and the Statue of Liberty combine with the charm of each borough to create a unique sense of grandeur, togetherness, and energy. Often considered the financial and cultural capital of the world, the Big Apple's influence on everything from commerce and media to art and technology is nothing short of spectacular.

# MANHATTAN NEW YORK

All of New York City has much to see and do, but it's Manhattan that represents the city—and sometimes the entire United States—to the world. Home to a range of big-name attractions, such as Central Park, the Empire State Building, St. Patrick's Cathedral, the High Line, and One World Observatory, it's no secret that Manhattan is considered a cultural capital. With a seemingly limitless number of world-class museums, restaurants, and concert halls, plus the bright lights of Times Square and Broadway, Manhattan offers something for everyone at the heart of the city. OBM's signs in Herald Square, NoMad, NoHo, Chelsea, and SoHo allow marketers to connect with a broad Manhattan audience ranging from lifelong locals, finance gurus, fashionistas, Broadway aficionados, and eager tourists trying to experience NYC to the max.



# MANHATTAN NEW YORK

## Major Area Attractions

### Empire State Building

The Empire State Building stands out as the most recognizable part of NYC's skyline and is the city's most famous building thanks to its many features in film and television. As a popular tourist destination, more than four million annual visitors travel up its elevators to look out over the sprawling metropolis.

### Madison Square Garden

Dubbed "The World's Most Famous Arena," MSG is home to the New York Knicks (NBA), New York Rangers (NHL), and is the busiest music arena in North America. With a seating capacity of nearly 21,000, The Garden plays host to a constant slew of high-profile events attracting New Yorkers and visitors alike.

### New York University

NYU is the largest independent research university in the nation and sits at the border of the trendy NoHo and Greenwich Village neighborhoods. With an annual enrollment of more than 100,000 students, the university is one of the top institutions for future finance, tech, and science professionals. Among their long list of famous alums are politicians and Hollywood icons like Ursula Burns, Alan Greenspan, Bill de Blasio, Lady Gaga, Donald Glover, Idina Menzel, Spike Lee, Martin Scorsese, and many others.

### Herald Square

This popular spot in Midtown is formed by the intersection of Broadway and 6th Avenue. Visited by nearly 2 million people each year, the square is surrounded by popular shopping like Macy's flagship store and the world's largest Victoria's Secret store. Herald Square also serves as the terminus for the cherished Macy's Thanksgiving Day Parade.

## Local Destinations

### Bars & Restaurants

Manhattan is packed with culinary experiences ranging from beloved street food vendors to Michelin-starred restaurants run by famed chefs. Local favorites include STATE Grill & Bar, Katz's Delicatessen, Jane, Friedman's, and The Smith.

### Retail & Boutiques

As a city known globally for fashion, NYC has no shortage of shopping with the famed 5th Avenue and popular stores around SoHo and Flatiron like Apple SoHo, Saint Laurent Green Street, Bloomingdale's, Kinokuniya Bookstore, and Macy's Herald Square.

### Hotels

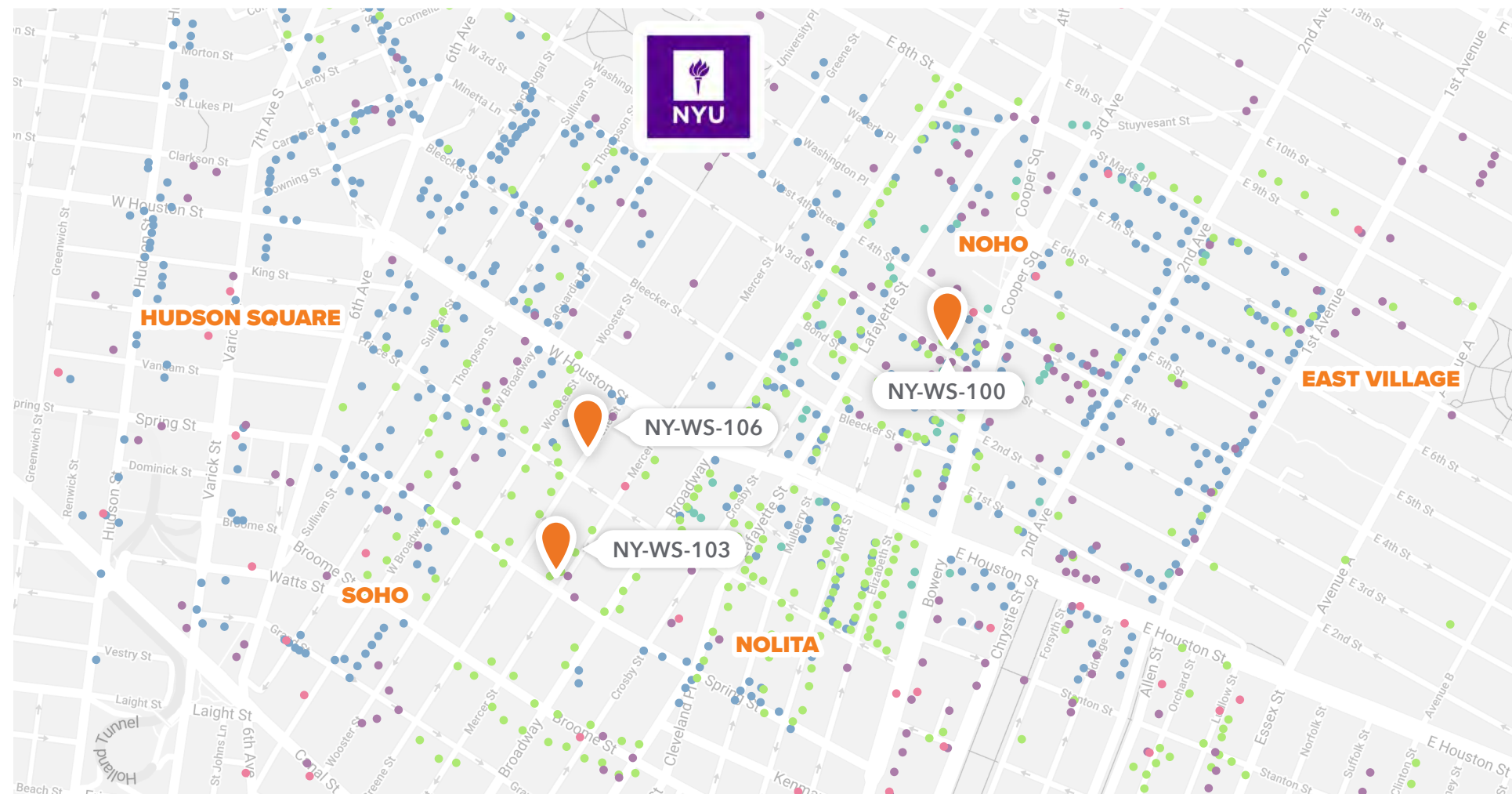
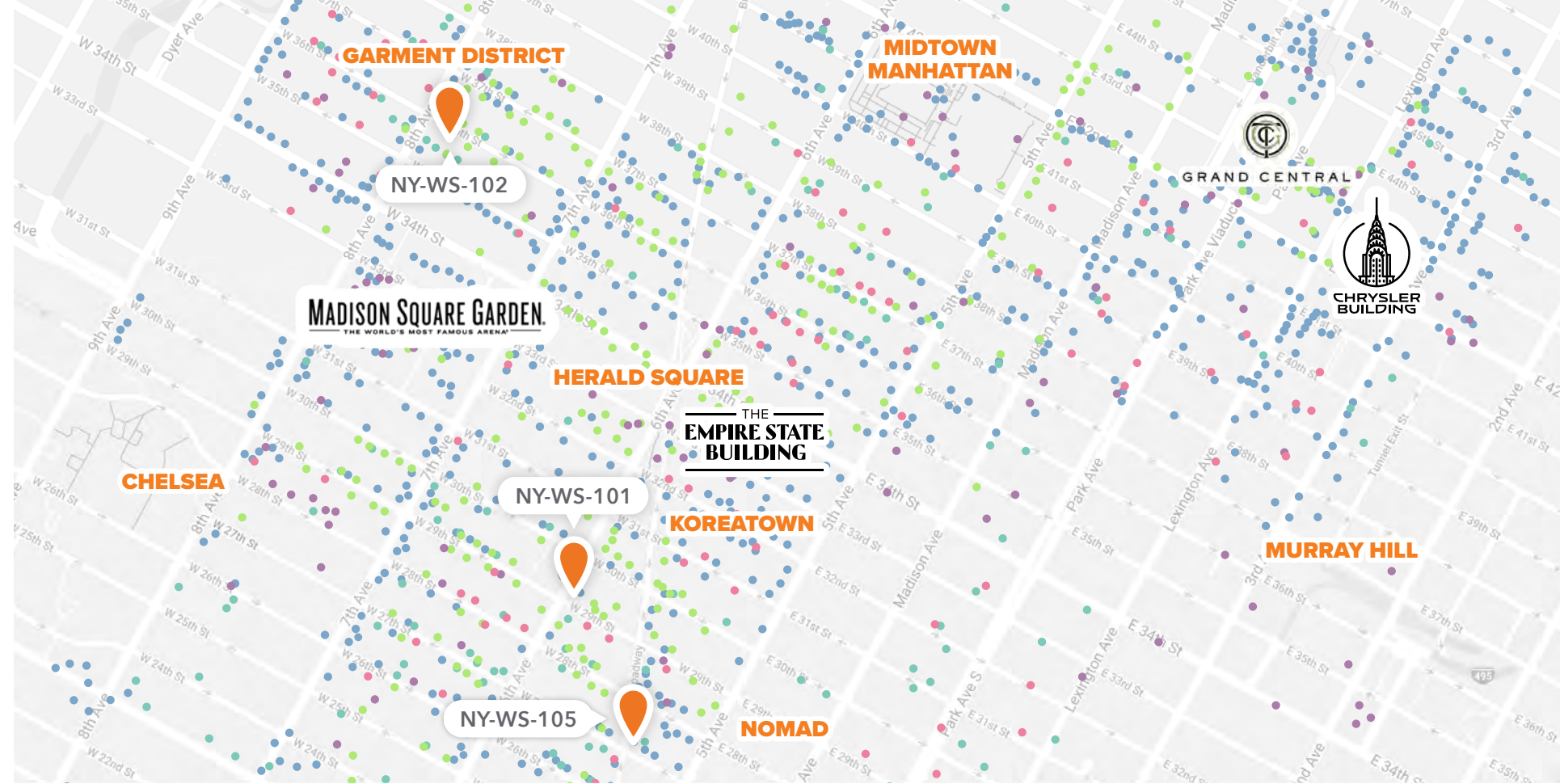
With a long list of well-known hotels, Manhattan offers luxurious stays and cute boutiques that include The Mercer, Ace Hotel New York, Moxy, and Arlo Hotel NoMad.

### Theaters & Entertainment

From the big screen to Broadway, Manhattan offers the best entertainment with sports and concerts at Madison Square Garden and live shows at famous theaters such as Rooftop Cinema Club, The Gene Frankel Theatre, The Astor Place Theatre, The New Museum, and The Hip Hop Hall of Fame.

### Health & Fitness

Manhattan is packed with gyms, salons, spas, and other health options like Orangetheory Fitness, Equinox SoHo, SoulCycle, and Frederic Fekkai's Soho Salon.



# NY-WS-100

## WALLSCAPE

Great Jones Street & Bowery

- This impactful wallscape towers over the main four-way intersection in NoHo, a hip and upscale area between Midtown and the Financial District, bustling with artists, young professionals, and NYU students
- On a busy corner with vibrant retail, dining, lofts, metro stations, and streams of cyclists, this wallscape offers a long right-hand read to traffic traveling west on 3rd and views to two lanes of northbound traffic on Bowery
- This lofty unit is catty-corner to the ultra-cool Bowery Hotel and shows to the always crowded outdoor patio of Gemma, the hotel's stylish Italian Trattoria; close to Astor Place and the New Museum, NoHo

**Size:**  
28'-6" x 14'-6"

**OOH IMPs 18+ Wkly:**  
380,790

**Latitude:**  
40.726749

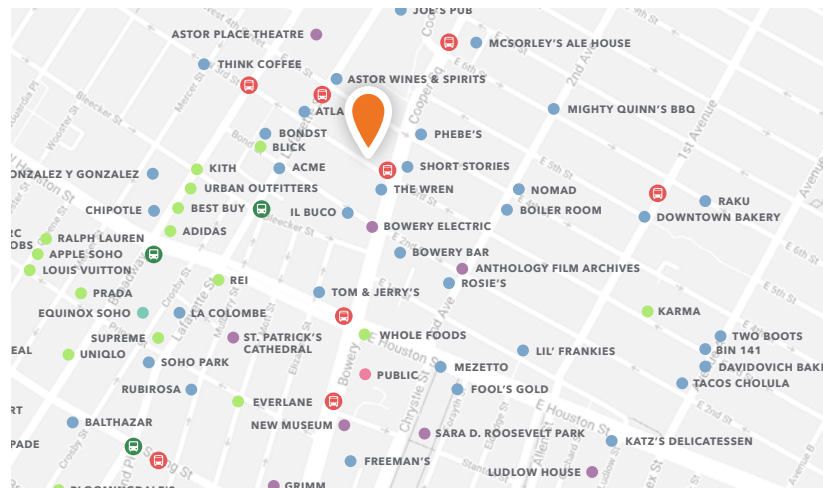
**Illumination:**  
No

**Longitude:**  
-73.992247

**Restrictions:**  
See Sales Representative

**Facing:**  
Southeast

**Neighborhood:**  
NoHo



**BOWERY BAR**



**NYU CAMPUS**

# NY-WS-101

## WALLSCAPE

West 29th Street & 6th Avenue

- This towering wallscape overlooks the Kimpton Hotel Eventi, a luxe high-rise at the fast-paced intersection of NoMad and Chelsea, buzzing with shoppers, fashion students, designers, tourists, and flower wholesalers
- This busy corner hums with a constant stream of vehicles en route to Lincoln Tunnel or Penn Station, commuters bustling between metro stops on Broadway and 7th Ave and dashing to grab the bus to Midtown
- Trendy cafes accent hip retailers like Savvy New York, while chic hotels cater to foodies at cozy places like L'Amico with fresh Italian country-inspired creations, and K-town's many karaoke bars activate energetic night spots

### Size:

33' x 14.7'

### OOH IMPs 18+ Wkly:

135,307

### Latitude:

40.747084

### Illumination:

No

### Longitude:

-73.990761

### Restrictions:

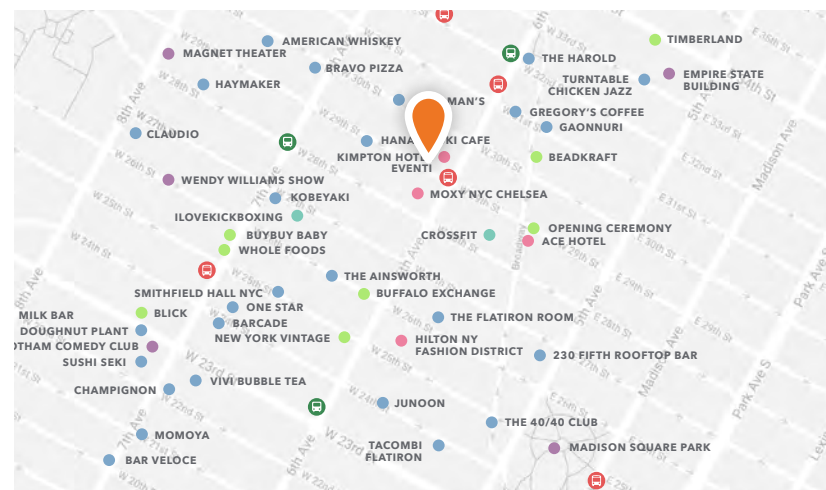
See Sales Representative

### Facing:

East

### Neighborhood:

Chelsea



KIMPTON'S EVENTI



THE FLATIRON ROOM

# NY-WS-102

## WALLSCAPE

West 36th Street & 8th Avenue

- This impressive 76' wallscape beams directly over Eighth Avenue in Midtown, where over 800,000 people spill out of public transportation meccas Port Authority and Penn Station each day
- With the most impressions of all our NYC inventory, this massive wallscape has a right-hand read to vehicles flowing east toward Broadway and Herald Square, as well as to heavy pedestrian traffic bustling to Midtown shops, restaurants, bars, theatres, and attractions
- This area bursts with activity as locals, commuters, and tourists flock to nearby Gregory's Coffee for their caffeine fix, to Macy's Herald Square for shopping, to Madison Square Garden for a game or concert, and then finally to extend the evening at Magic Hour Rooftop Bar & Lounge or celebrity favorite, Houndstooth Pub

**Size:**  
76.3' x 22.8'

**OOH IMPs 18+ Wkly:**  
122,783

**Latitude:**  
40.753144

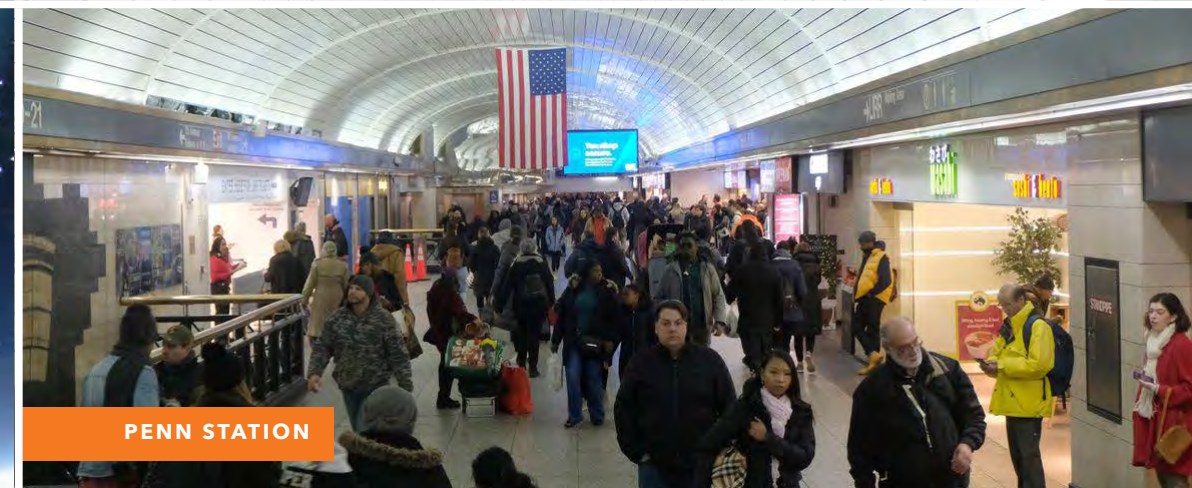
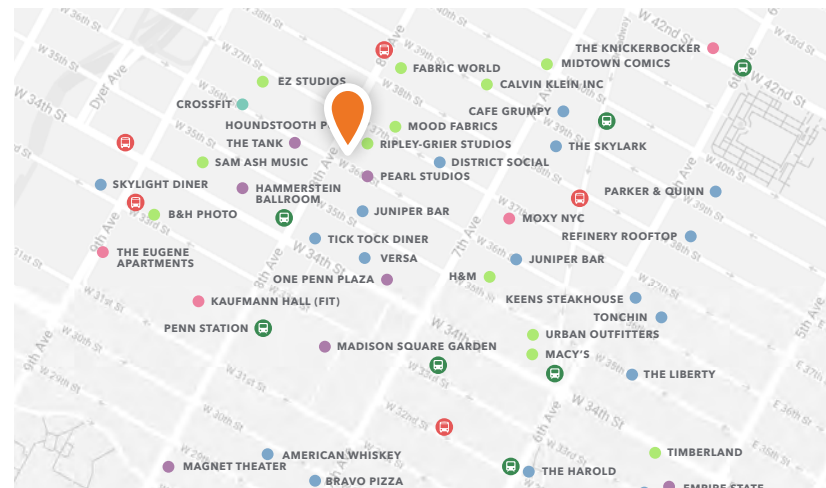
**Illumination:**  
Yes

**Longitude:**  
-73.992039

**Restrictions:**  
See Sales Representative

**Facing:**  
West

**Neighborhood:**  
Herald Square



# NY-WS-103

## WALLSCAPE (HANDPAINT)

Spring Street & Mercer Street

- This hand-painted wallscape is in the heart of SoHo, the most vibrant and iconic retail shopping district in NYC and is one of the only OOH opportunities in this chic, trendy area packed with fashionistas, artists, young professionals, and celebrities
- Towering above copious designer boutiques, high-end restaurants, galleries, exclusive nightclubs, luxury co-ops, and coffee shops, this unit calls to pedestrians crowding the sidewalks heading west on Spring St or north to Prince
- Located nearby are Louis Vuitton, Chanel, Bloomingdale's, Tiffany & Co, Ariztia, AllSaints, Zara, Soho Grand, Apple, Sephora, the Angelika Film Center, and three metro stations within a four block radius

**Size:**  
21'-1" x 20'

**Latitude:**  
40.723597

**Longitude:**  
-73.999691

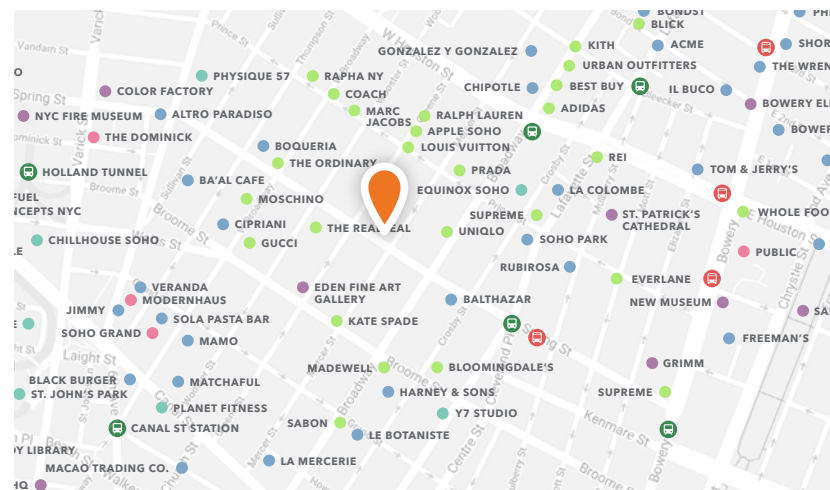
**Facing:**  
East

**OOH IMPs 18+ Wkly:**  
189,200

**Illumination:**  
No

**Restrictions:**  
See Sales Representative

**Neighborhood:**  
SoHo



Note: All artwork must be submitted 30 days prior to start date for landmark review/approval. See spec sheet for details and restrictions.

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# NY-WS-105

## WALLSCAPE

Broadway and W 27th St

- This massive wallscape towers over Broadway in the heart of NoMad, surrounded by coffeeshops, luxury high-rises, upscale hotels, world-class dining, high-fashion shops, and trendy nightlife
- With a long right-hand read to southbound traffic, this dominant wallscape calls to professionals, fashionistas, foodies, socialites, influencers, and commuters streaming along Broadway and from the 28th St metro stop
- Located in the center of the Manhattan, NoMad is the perfect mix of high-paced day time energy and relaxed nightlife, close to Eataly NYC Flatiron, Madison Square Park, Flatiron Building, Empire State Building, and ultra-cool nightspots, including 230 Fifth with the largest outdoor rooftop in the city just a block away

**Size:**  
46' x 18'

**OOH IMPs 18+ Wkly:**  
380,000

**Latitude:**  
40.744514

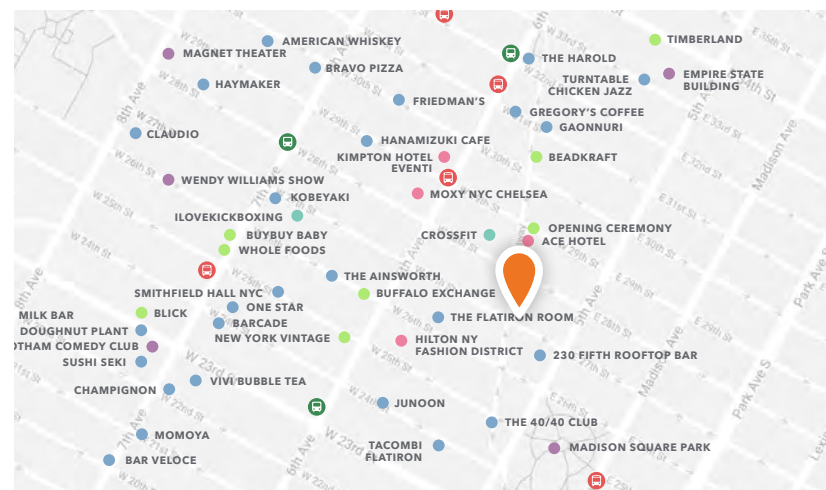
**Longitude:**  
-73.989018

**Facing:**  
Northeast

**Illumination:**  
Yes

**Restrictions:**  
See Sales Representative

**Neighborhood:**  
NoMad



Note: Production of materials will not proceed until the artwork has been approved by the property. All artwork must be submitted for review at least 15 business days prior to the contracted start date.

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# NY-WS-106

## WALLSCAPE (HANDPAINT) GREENE ST BETWEEN PRINCE ST & W HOUSTON ST

- This hand-painted wallscape beams to the corner of Prince St & Greene St flanked by SoHo destinations Louis Vuitton, Apple, and Ralph Lauren, and close to Dior, Versace, Chanel, Tiffany & Co, Sephora, and copious designer boutiques
- SoHo is the most vibrant and iconic retail shopping district in NYC packed with fashionistas, artists, young professionals, and celebrities heading to luxury co-ops, coffee shops, high-end restaurants, galleries, and exclusive nightclubs
- Offers a premium opportunity in this chic, trendy area calling to one-way traffic streaming north on Greene St towards Houston St, just blocks from three metro stations

**Size:**  
12'-5" H x 12'-5" W

**OOH IMPs 18+ Wkly:**  
206,644

**Latitude:**  
40.7255

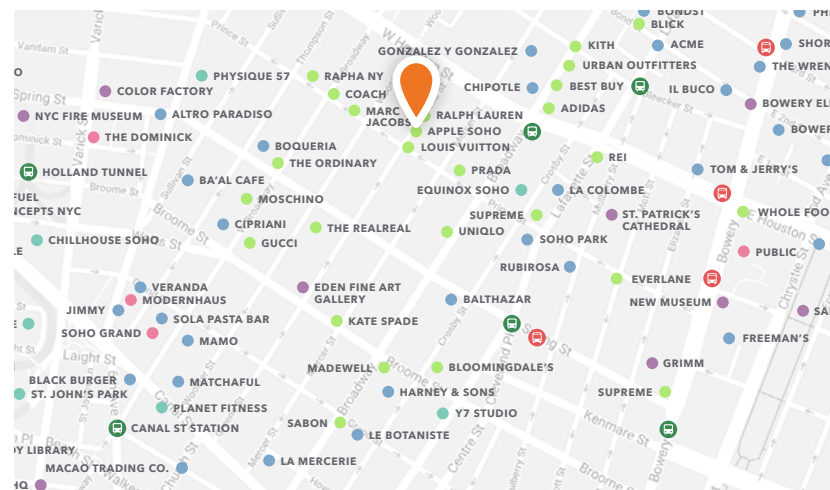
**Illumination:**  
No

**Longitude:**  
-73.9990

**Restrictions:**  
See Sales Representative

**Facing:**  
SW

**Neighborhood:**  
SoHo



**BOQUERIA**



**SOHO SHOPPING DISTRICT**

# BROOKLYN NEW YORK

As NYC's most populous borough, Brooklyn is known for its diversity, vibrant art scene, distinct neighborhoods, and influence on culture and entertainment. Over 2.6 million residents and 61,000 businesses attribute to its pulsing economy, and the Brooklyn Tech Triangle is home to more than 1,300 innovative companies causing the area to be a hotspot for software and tech-savvy professionals. Pro sports are part of Brooklyn's fabric again as the NBA's Net's and WNBA's Liberty play at Barclays Center, which also draws crowds for concerts and conventions. New York residents and visitors also flock to the borough's southern shore to visit popular destinations like Coney Island, Manhattan Beach, Brighton Beach, and the New York Aquarium. Amidst Brooklyn's wide range of attractions, are all sorts of hidden gems, as it has become a trendsetter for arts and culture. This bustling community is brimming with live music venues such as Brooklyn Bowl, great shopping at places like Fulton Mall, and world-class cuisine.



# BROOKLYN NEW YORK

## Major Area Attractions

### Barclays Center

Home to the NBA's Nets and WNBA's Liberty, this 19,000-seat stadium also hosts A-list concerts for stars like Jay-Z, Beyonce, Rihanna, the Rolling Stones, Paul McCartney, Bruce Springsteen, and many others.

### Prospect Park

This 526-acre park attracts nearly 10 million annual visitors and was laid out by the same designers responsible for Manhattan's Central Park. In addition to being a high-functioning green space, Prospect Park also contains a zoo, ice rink, Brooklyn's only lake, and other athletic facilities.

### Smorgasburg

The largest weekly open-air food market in America attracts nearly 30,000 people each weekend, with over 100 local vendors serving their specialties to patrons. Split over two days each, Smorgasburg operates on the Williamsburg Waterfront on Saturdays and Prospect Park on Sundays.

### Atlantic Terminal

As a hub for NYC's subway, Atlantic Terminal sees daily ridership of nearly 30,000 travelers. The station is located across the street from Barclays Center and connects to a mall with popular stores like Target, Bath & Body Works, and Uniqlo.

## Local Destinations

### Bars & Restaurants

A culinary magnet within NYC, Brooklyn offers tons of dining options, including local favorites like Emmy Squared, Peter Luger Steak House, Paulie Gee's, Westlight (in the William Vale), Milk Bar Williamsburg, and DUMBO (SoHo) House.

### Retail & Boutiques

With no shortage of shopping, Brooklyn boasts several large retail complexes and boutique destinations like City Point BKLYN, Fulton Mall, Atlantic Terminal Mall, and Grand Street, all of which feature popular stores like Sephora, Uniqlo, Supreme, Target, and Macy's.

### Hotels

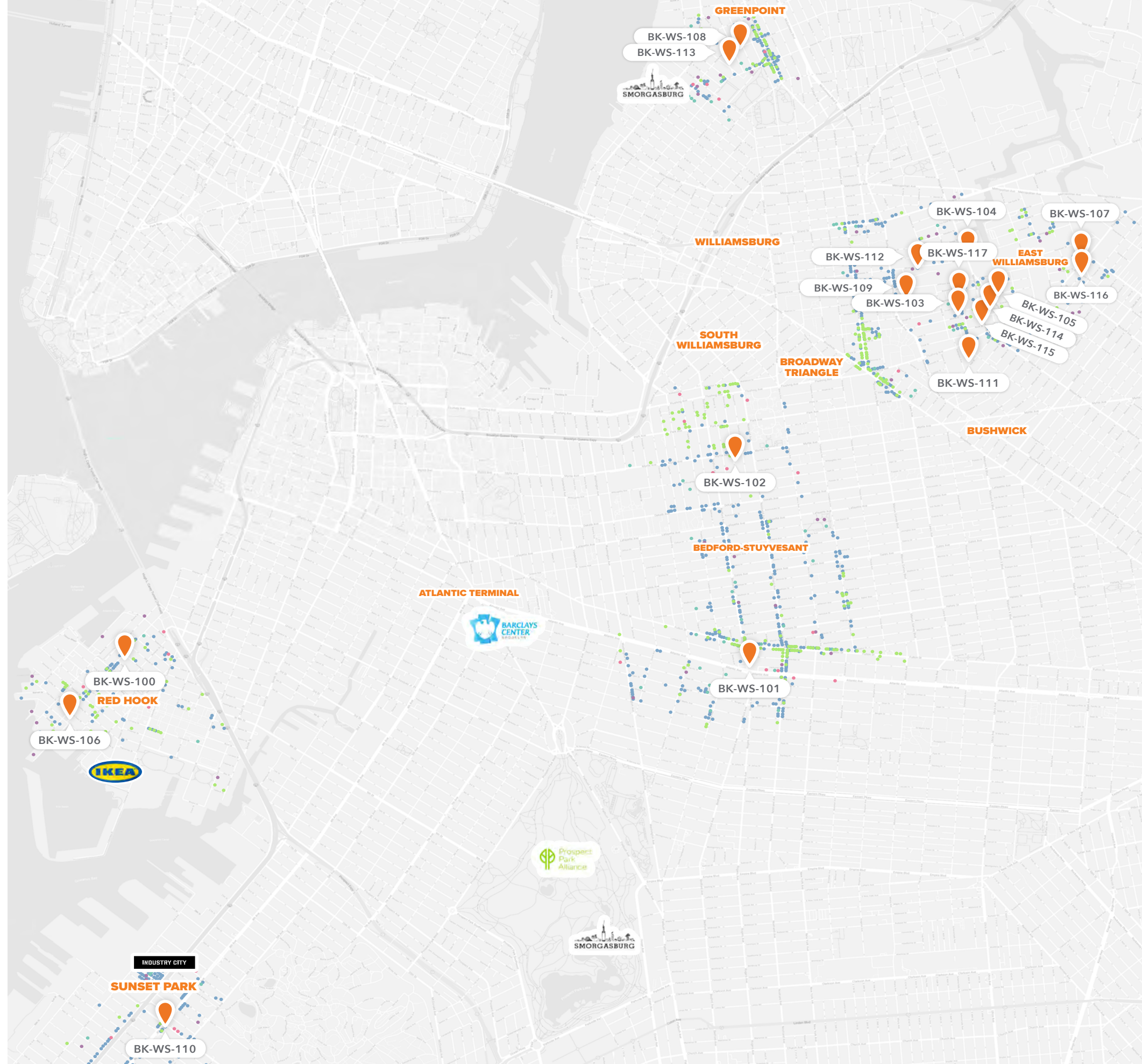
Brooklyn's hip vibe permeates through fun and luxurious options, including the Williamsburg Hotel, the Wythe, the 1 Hotel Brooklyn Bridge, and the Hoxton.

### Theaters & Entertainment

This haven for live music and entertainment delivers live sports and major concerts at Barclays Center, while indie artists and acts perform at a number of local venues like Brooklyn Bowl, Music Hall of Williamsburg, Elsewhere, and Baby's All Right.

### Health & Fitness

Gyms, spas, and salons are all over Brooklyn with popular options like Equinox, SoulCycle, Orangetheory Fitness, Kennaland, and Ludlow Blunt.



# BK-WS-100

## WALLSCAPE

Van Brunt Street & Verona Street

- Sitting at the entrance to Red Hook, this impactful streetscape is near landmark destinations: one of NYC's only Tesla showrooms, Defonte's with its huge hero sandwiches, and Red Hook Lobster Pound with its famous lobster rolls
- This impressive, right-hand read captures southbound traffic along Red Hook's main thoroughfare to NYC's 346,000 sq ft Flagship IKEA store, a supermarket, Red Hook Winery, Six-Points Brewery, and Pioneer Works Art Center
- Chic restaurants, boutiques, art galleries, and trendy dive bars line Van Brunt leading to the revitalized waterfront, drawing foodies, hipsters, and loyal regulars to stay long into the night at neighborhood favorites, the Brooklyn Crab with outdoor views of New York harbor and Sunny's Bar, the unassuming saloon with legendary jam sessions

**Size:**  
15' x 30'

**OOH IMPs 18+ Wkly:**  
82,027

**Latitude:**  
40.680043

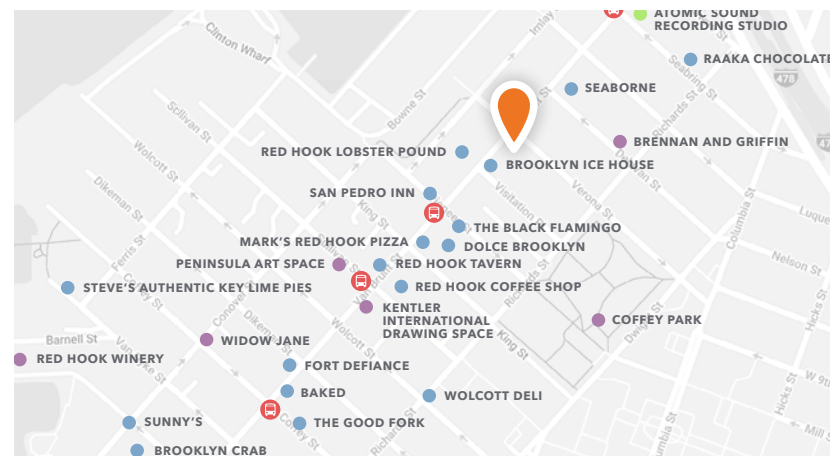
**Longitude:**  
-74.010034

**Facing:**  
North

**Illumination:**  
Yes

**Restrictions:**  
See Sales Representative

**Neighborhood:**  
Red Hook



Note: Production of materials will not proceed until the artwork has been approved by the property. All artwork must be submitted for review at least 15 business days prior to the contracted start date.

# BK-WS-101

## WALLSCAPE

Bedford Avenue & Atlantic Avenue

- This monumental wallscape towers over the always jam-packed intersection of Bedford and Atlantic Avenues, two major neighborhood thoroughfares, close to nightlife hotspots, Tilly's with Caribbean cuisine and live music and Basquiat's Bottle where creativity exudes in live music and art
- Sitting at the entrance to Bed-Stuy, this imposing right-hand read captures the most impressions of our Brooklyn inventory, overlooking three lanes of northbound bus, bike, and vehicular traffic heading to countless retail, salons, groceries, restaurants, and bars lining Bedford Ave and nearby Fulton St
- Bed-Stuy is home to a mix of artists, musicians, attorneys, hipsters, and young families with strong sense of community; it is well-known for its Black cultural roots and diverse food and drink scene, evident in the arts programming at The Billie Holiday Theatre, the soul food at Peaches HotHouse, and fusion cuisine at Swell Dive, a Filipino Tex-Mex taco bar

**Size:**  
22' x 33'

**Latitude:**  
40.679663

**Longitude:**  
-73.95297

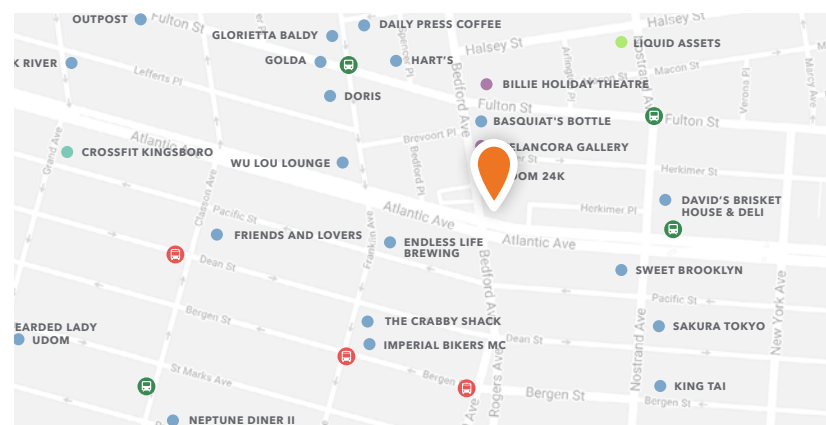
**Facing:**  
South

**OOH IMPs 18+ Wkly:**  
354,807

**Illumination:**  
No

**Restrictions:**  
See Sales Representative

**Neighborhood:**  
Bedford-Stuyvesant



Note: Production of materials will not proceed until the artwork has been approved by the property. All artwork must be submitted for review at least 15 business days prior to the contracted start date.

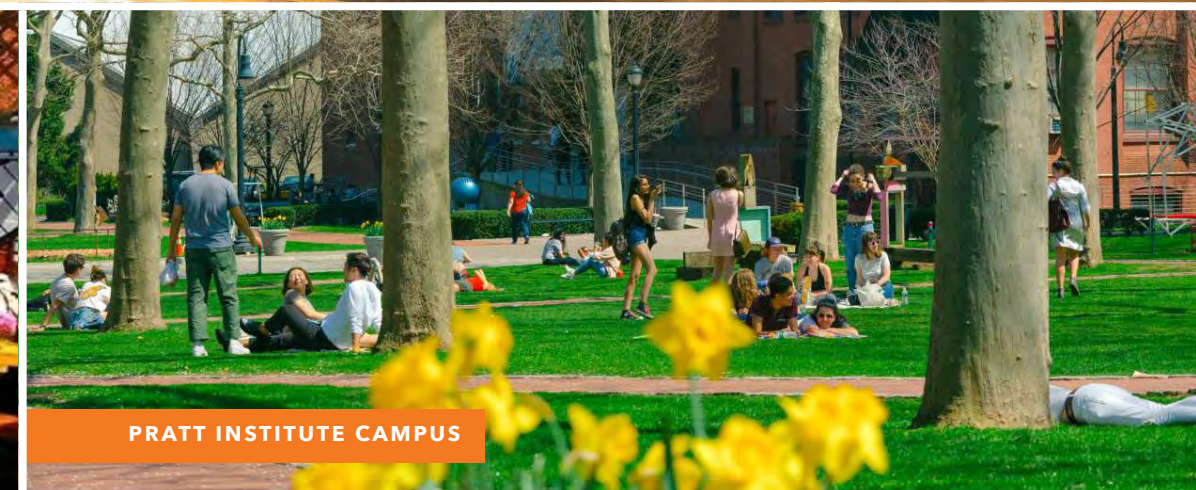
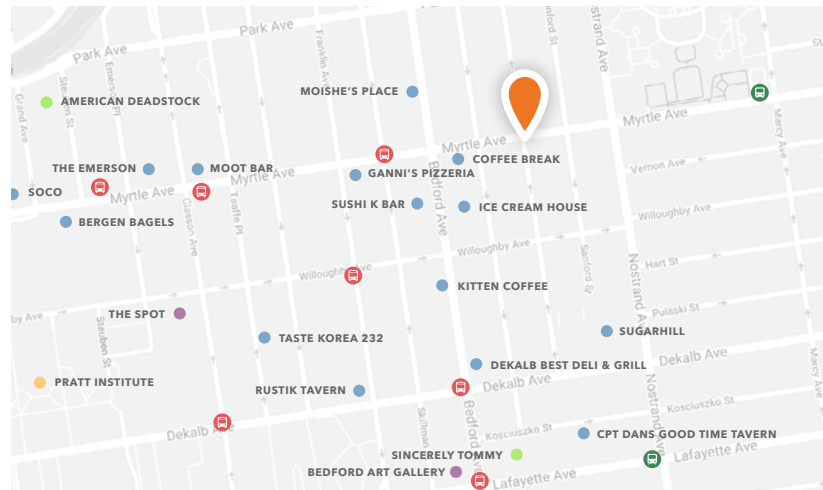
# BK-WS-102

## WALLSCAPE

Myrtle Avenue & Walworth Street

- This Bed-Stuy facade dominates over Myrtle Avenue, a major neighborhood thoroughfare, lined with walkups, airy lofts, coffee shops, groceries, retail shops, casual restaurants and bars
- Located on the bus line and close to a metro stop, this impactful right-hand read also captures eastbound vehicular traffic en route to the Home Depot down Walworth—the easiest one to get to from North Brooklyn
- Close to the Pratt Institute, art and design students and graduates live alongside young professionals and creatives in Bed-Stuy, who gather together at places like The Bishop, a long-established gallery with frequent art parties and Project Parlor, a craft cocktail bar with a vintage flair

<b>Size:</b> 21' x 10.8'	<b>OOH IMPs 18+ Wkly:</b> 122,783
<b>Latitude:</b> 40.694672	<b>Illumination:</b> No
<b>Longitude:</b> -73.954205	<b>Restrictions:</b> See Sales Representative
<b>Facing:</b> West	<b>Neighborhood:</b> Bedford-Stuyvesant



Note: Production of materials will not proceed until the artwork has been approved by the property. All artwork must be submitted for review at least 15 business days prior to the contracted start date.

# BK-WS-103

## WALLSCAPE

Seigel Street & Bogart Street

- This illuminated wallscape sits in the heart of Bushwick where the gritty industrial past has transformed into chic industrial lofts and artist studios inspired by the surrounding dynamic street art
- Just steps from the Morgan Ave L-train entrance, nonstop crowds of young entrepreneurs, millennials, artists, and hipsters pass this street-level unit at all hours as they head to coffee houses like the Swallow Café or to ultra-cool bars and music venues like The Pine Box Rock Shop, a former coffin factory
- Bogart Street vibrates with creativity, drawing vintage shoppers, foodies, and art enthusiasts together to sought-out destinations like consignment wonderland Beacon's Closet, popular pizza joint, Roberta's, and The BogArt, a warehouse of art galleries and boutiques

**Size:**  
11.8' x 23'

**OOH IMPs 18+ Wkly:**  
46,706

**Latitude:**  
40.705837

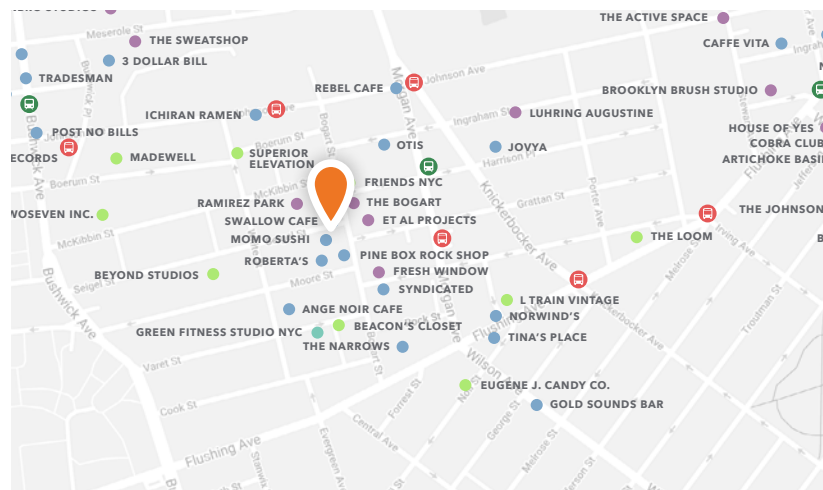
**Illumination:**  
Yes

**Longitude:**  
-73.933552

**Restrictions:**  
See Sales Representative

**Facing:**  
East

**Neighborhood:**  
Bushwick



Note: Production of materials will not proceed until the artwork has been approved by the property. All artwork must be submitted for review at least 15 business days prior to the contracted start date.

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# BK-WS-104

## WALLSCAPE

Morgan Avenue & Meserole Street

- This high-impact unit is in the heart of Brooklyn's East Williamsburg, where the busy Morgan Avenue greets the graffiti wonderland of Meserole Street, along the side of the warehouse turned bar and venue, Our Wicked Lady
- The streetscape faces northbound vehicular traffic streaming with bohemians, artists, hipsters, students, and young professionals between east-west thoroughfares on Johnson Avenue and Grand Avenue, which are lined with boutique shops, eclectic restaurants, craft breweries, and an active nightlife
- East Williamsburg has transformed its industrial past into a modern mecca of warehouses turned into studios, offices, lofts, bars, party spaces, and gyms, such as Brooklyn Zoo NY, a parkour training facility, and Carthage Must Be Destroyed, the popular organic brunch spot

**Size:**  
12.3' x 34'

**OOH IMPs 18+ Wkly:**  
153,090

**Latitude:**  
40.709351

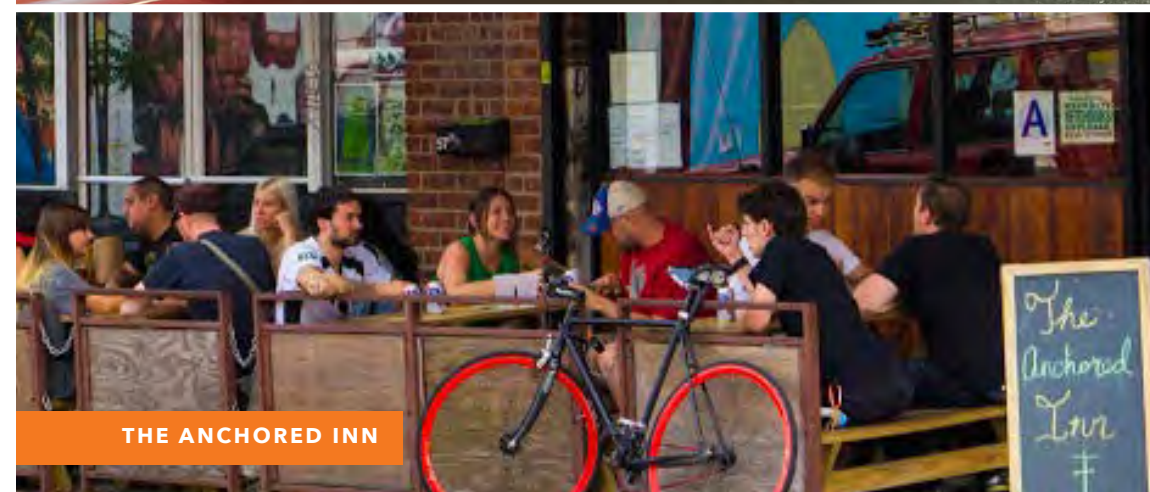
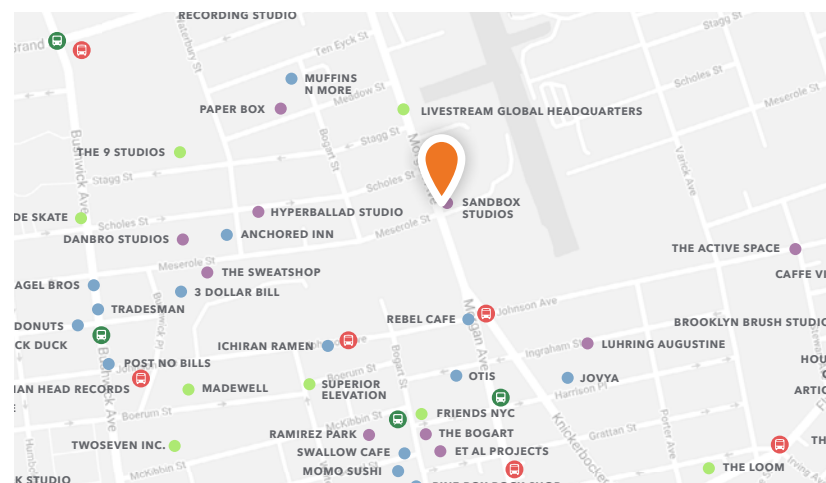
**Illumination:**  
Yes

**Longitude:**  
-73.933211

**Restrictions:**  
See Sales Representative

**Facing:**  
South

**Neighborhood:**  
East Williamsburg



Note: Production of materials will not proceed until the artwork has been approved by the property. All artwork must be submitted for review at least 15 business days prior to the contracted start date.

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# MORGAN AVE L TRAIN CORNER DOMINATION

**BK-WS-105, BK-WS-114, BK-WS-115**

Morgan Avenue & Harrison Place

- Stretching nearly 100' and wrapping around the block, across from the L train entrance, this impactful domination greets the full spectrum of Brooklyn crowds: ad-tech salespeople, corporate commuters, art directors, millennial freelancers, WFH parents, and socialites
- With an average of 7,000 daily subway riders passing through the Morgan Avenue station, and directly across from a bus stop, this prime location is a constant hive of activity as commuters hustle between public transportation and nearby coffee shops, coworking office spaces, and trendy nightlife
- This dynamic Bushwick location, lined with art galleries, hip bars, and thrift shops amid industrial grit and colorful street art, is just one block away from the foodie favorite, Roberta's, named one of "The Absolute Best Restaurants in Bushwick" by New York Magazine

## Size:

(105) 13.6' x 54.8'  
(114) 8.8' x 31.2'  
(115) 41.5' x 18'

## Latitude:

(2) 40.7061  
(1) 40.7062

## Longitude:

(2) -73.9315  
(1) -73.9316

## Facing:

West & North

## OOH IMPs 18+ Wkly:

271,646

## Illumination:

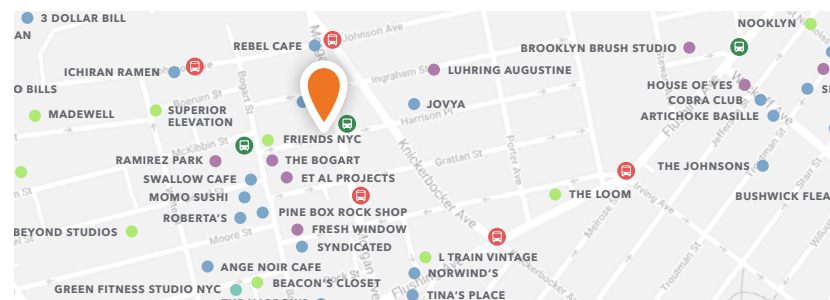
Yes

## Restrictions:

See Sales Representative

## Neighborhood:

Bushwick



Note: Production of materials will not proceed until the artwork has been approved by the property. All artwork must be submitted for review at least 15 business days prior to the contracted start date.

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# BK-WS-106

## WALLSCAPE

Van Brunt Street & Van Dyke Street

- This enormous wallscape is close to cobblestone cross-streets, brick townhomes, and a Citi Bike station, halfway between Hometown Bar-B-Que, NYC's best barbecue joint, and Baked NYC, made famous for their brownies
- This impressive, right-hand read captures northeast traffic along Red Hook's main thoroughfare coming from NYC's 346,000- flagship IKEA store and its waterfront park, Food Bazaar supermarket, Red Hook Winery, Six-Points Brewery, Chelsea Garden Center, and Pioneer Works Art Center
- Chic restaurants, boutiques, art galleries, and trendy dive bars line Van Brunt connecting the revitalized waterfront with foodies, hipsters, artists, and loyal regulars to frequent neighborhood favorites, the Brooklyn Crab with outdoor views of New York Harbor and Sunny's Bar with a lively dance scene

**Size:**  
36.2' x 15.8'

**OOH IMPs 18+ Wkly:**  
29,017v

**Latitude:**  
40.675514

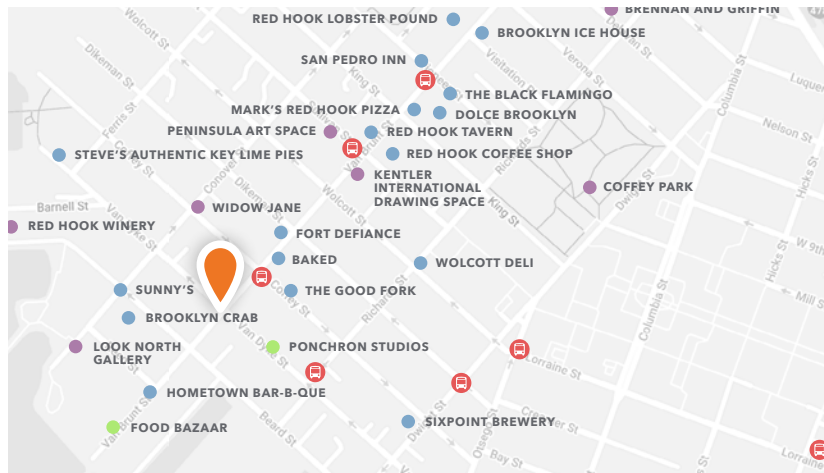
**Illumination:**  
Yes

**Longitude:**  
-74.014847

**Restrictions:**  
See Sales Representative

**Facing:**  
Southwest

**Neighborhood:**  
Red Hook



Note: Production of materials will not proceed until the artwork has been approved by the property. All artwork must be submitted for review at least 15 business days prior to the contracted start date.

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# BK-WS-108

## WALLSCAPE

Dobbin Street & Norman Avenue

- This corner street-level wallscape is steps from the best vintage shops in Brooklyn, Dobbin Street Vintage Co-op and Beacon's Closet, as well as Indian Larry Motorcycles NYC, revered by motorcycle enthusiasts for unique designs
- Located on the border of Williamsburg and Greenpoint, this prominent wrap captures commuters hustling to the G train entrance and bus stops on Manhattan Ave lined with eclectic eateries, vintage shops, and mainstay bakery, Peter Pan Donuts
- With the aura of gritty Brooklyn cool, this area has remade the historic industrial spaces into low-key, artsy hangouts where a mix of hipsters, longtime residents, and millennials meet up at nearby bars and music venues, such as Berry Park, The Gutter, and Spritzenhaus 33

### Size:

West: 15'-1.2"H x 23'-9"W  
South: 15'-1.2"H x 16'-9"W

### Latitude:

40.724733

### Longitude:

-73.954214

### Facing:

West

### OOH IMPs 18+ Wkly:

88,065

### Illumination:

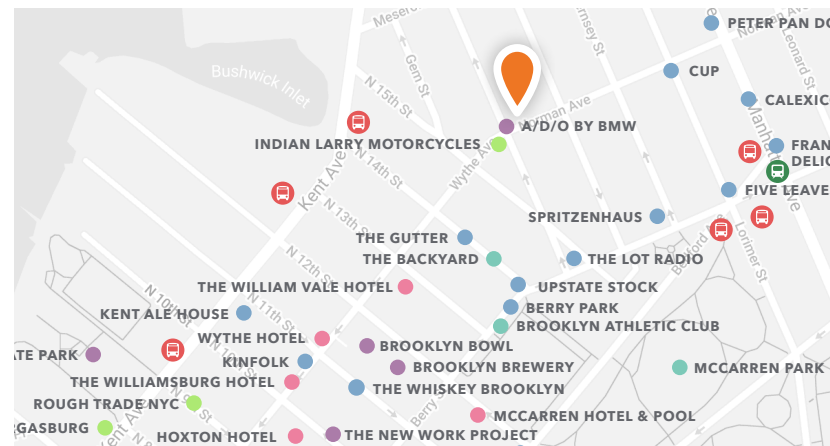
Yes

### Restrictions:

See Sales Representative

### Neighborhood:

Greenpoint



Note: Production of materials will not proceed until the artwork has been approved by the property. All artwork must be submitted for review at least 15 business days prior to the contracted start date.

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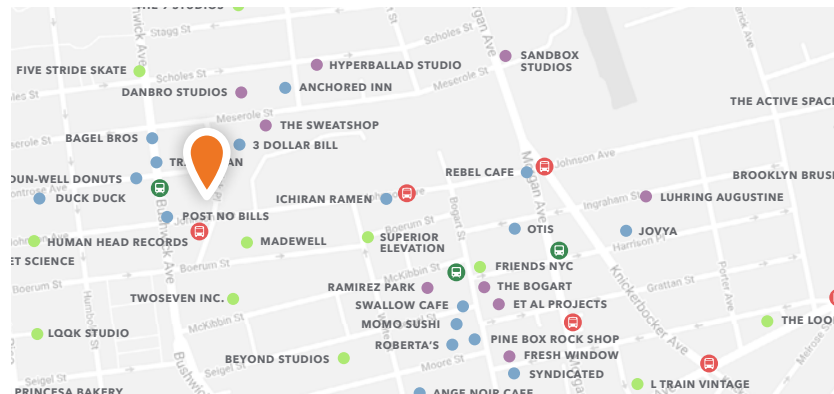
# BK-WS-109

## WALLSCAPE

Johnson Avenue & Bushwick Place

- This impactful wallscape pops from its industrial facade on this vibrant corner of Johnson Avenue, steps from Cup of Love, a juice bar with community health and wellness get-togethers, eclectic eateries, and a plethora of coffee shops and bakeries, including Dun-Well Doughnuts, a vegan artisanal bakery
- Located on a busy major neighborhood artery, this massive right-hand read captures commuters hustling between coworking office spaces at 100 Bogart and public transit stops as well as westward vehicular traffic heading toward the heart of Williamsburg, densely packed with trendy bars and restaurants
- East Williamsburg vibrates with activity late at night as young professionals, artists, musicians, hipsters, and students frequent their favorite hangouts, sitting under the string lights on the rooftop of LoHi, meeting for brunch at the rustic pub, Tradesman, and enjoying a microbrew and game at Emblem

<b>Size:</b> 15' x 40'	<b>OOH IMPs 18+ Wkly:</b> 164,913
<b>Latitude:</b> 40.707157	<b>Illumination:</b> Yes
<b>Longitude:</b> -73.938771	<b>Restrictions:</b> See Sales Representative
<b>Facing:</b> East	<b>Neighborhood:</b> East Williamsburg



Note: Production of materials will not proceed until the artwork has been approved by the property. All artwork must be submitted for review at least 15 business days prior to the contracted start date.

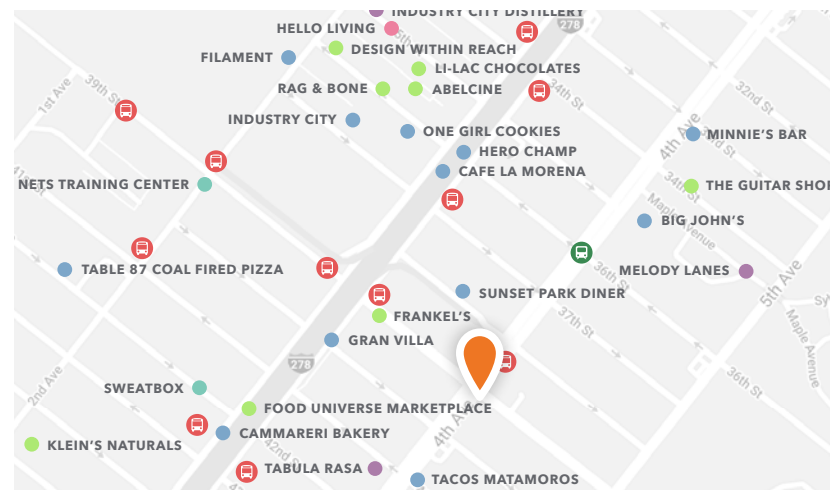
# BK-WS-110

## WALLSCAPE

4th Avenue & 39th Street

- Located in the vibrant Sunset Park neighborhood, this impressive wallscape sits across from popular Mexican restaurants, Los Tres Potrillos, serving breakfast all day and Restaurant El Maguey, featuring live Mariachi music
- This stunning wallscape is a right-hand read capturing two lanes of southbound traffic along a bustling major artery as well as commuters hurrying between nearby bus stops and a subway station a few blocks north
- In addition to the culturally diverse shops and restaurants in Sunset Park, this unit is close to Industry City, a colossal warehouse space for makers and creators that boasts a distillery, a chocolate factory, and regular dance parties

<b>Size:</b> 13' x 43'	<b>OOH IMPs 18+ Wkly:</b> 318,846
<b>Latitude:</b> 40.652717	<b>Illumination:</b> Yes
<b>Longitude:</b> -74.006479	<b>Restrictions:</b> See Sales Representative
<b>Facing:</b> North	<b>Neighborhood:</b> Sunset Park



Note: Production of materials will not proceed until the artwork has been approved by the property. All artwork must be submitted for review at least 15 business days prior to the contracted start date.

# BK-WS-111

## WALLSCAPE

Bogart Street & Cook Street

- This wallscape sits high above Morgantown's utopia of vintage shops, warehouse lofts, trendy cafes, and nightlife, directly above Amutuofu Vegan Cuisine, beloved by local herbivores
- Located between Bogart St and Flushing Ave, a busy main artery, it borders both Bushwick and East Williamsburg, offering an opportunity to capture traffic from multiple areas buzzing with hipsters, artists, and 20-somethings
- Steps away, amid the industrial grit and dynamic street art, are sought-out destinations like consignment wonderland Beacon's Closet and Roberta's, named one of "The Absolute Best Restaurants in Bushwick" by New York Magazine

**Size:**  
25' x 20'

**Latitude:**  
40.703713

**Longitude:**  
-73.933064

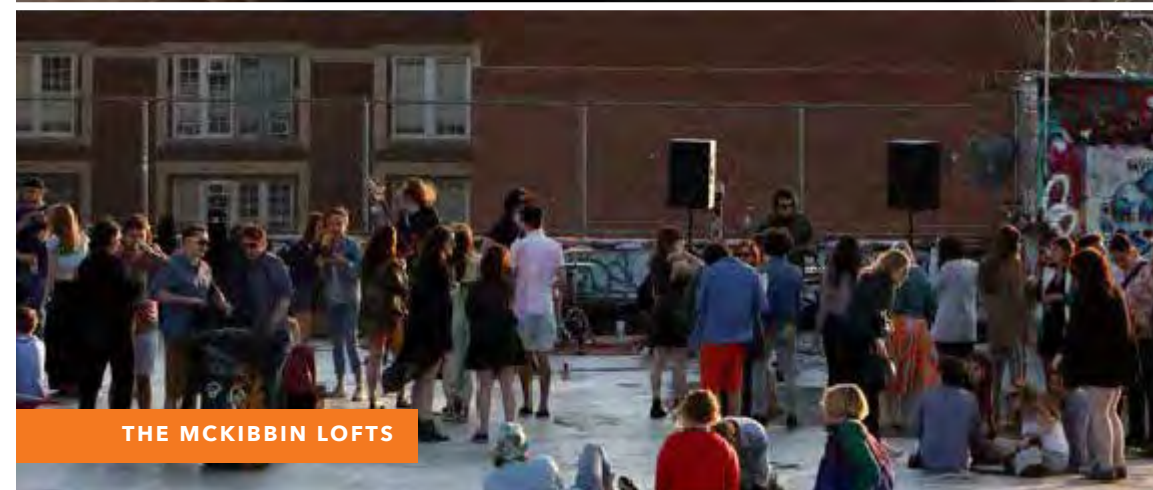
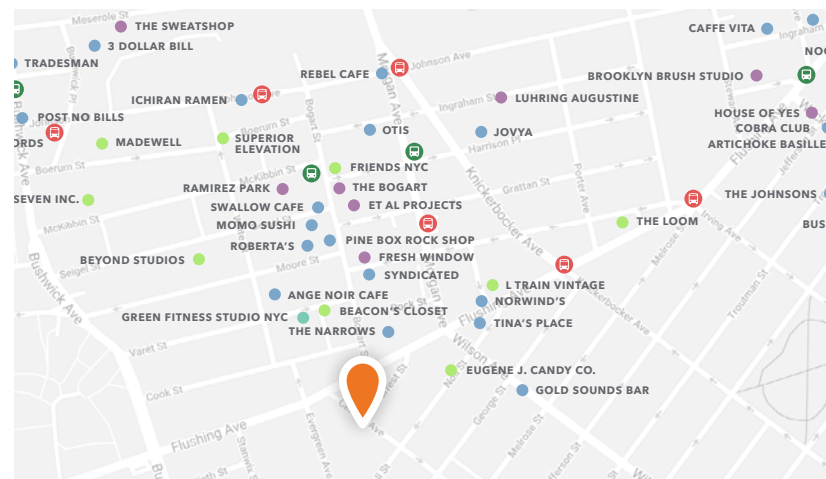
**Facing:**  
South

**OOH IMPs 18+ Wkly:**  
120,985

**Illumination:**  
Yes

**Restrictions:**  
See Sales Representative

**Neighborhood:**  
Bushwick



Note: Production of materials will not proceed until the artwork has been approved by the property. All artwork must be submitted for review at least 15 business days prior to the contracted start date.



# BK-WS-112

## WALLSCAPE

Meserole Street & Waterbury Street

- This mural wallscape sits atop the brick facade of a former brewery, towering over a gallery of street art at the vibrant corner of Waterbury and Meserole, just above the 3 Dollar Bill, a nightclub with 10,000 sq ft of inclusive space
- This massive unit can be seen from blocks away by westbound traffic heading towards the Montrose L station and the heart of Williamsburg, just steps from the funky décor of The Anchored Inn and the hip vegetarian eatery, Newtown
- By transforming warehouses into big open spaces, East Williamsburg appeals to a mix of musicians, creatives, hipsters, athletes, young professionals, and students as they recharge at places like Substance Indoor Skatepark, Squat and Science Strength Gym, City of Saints Coffee Roastery, and LoHi Roof Bar

**Size:**  
20' x 52.5'

**OOH IMPs 18+ Wkly:**  
26,864

**Latitude:**  
40.708472

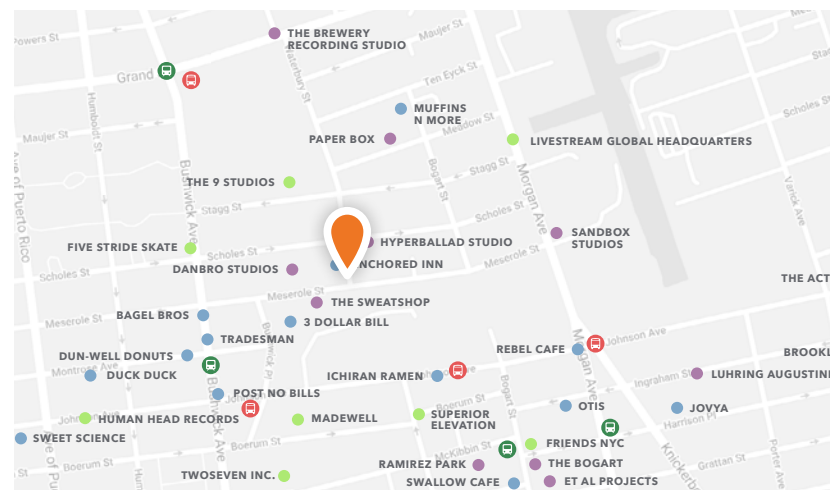
**Illumination:**  
No

**Longitude:**  
-73.937602

**Restrictions:**  
See Sales Representative

**Facing:**  
East

**Neighborhood:**  
East Williamsburg



THE ANCHORED INN



3 DOLLAR BILL

Note: Production of materials will not proceed until the artwork has been approved by the property. All artwork must be submitted for review at least 15 business days prior to the contracted start date.

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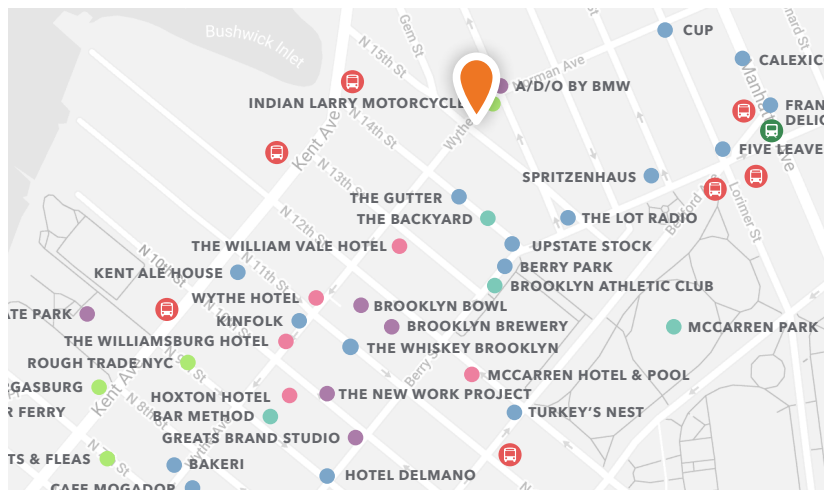
# BK-WS-113

## WALLSCAPE

North 15th Street & Wythe Avenue

- This street-level wallscape is steps from VITAL Brooklyn, a 45,000 sq ft gym open 24/7 with a rooftop café and also Indian Larry Motorcycle NYC, with regular swap meets and block parties for custom motorcycle enthusiasts
- Located between a row of boutique hotels along the Wythe Avenue corridor and travel guide mainstays like Spritzenhaus 33, a massive beer garden, Brooklyn Brewery, and Five Leaves, a favorite corner bistro
- With the aura of gritty Brooklyn cool, this area has remade the historic industrial spaces into low-key hangouts where a mix of hipsters, millennials, and artists meet up at trendy bars, such as Berry Park and The Gutter, a local favorite with bowling and live shows

<b>Size:</b> 19.3' x 36.8'	<b>OOH IMPs 18+ Wkly:</b> 50,050
<b>Latitude:</b> 40.72356	<b>Illumination:</b> Yes
<b>Longitude:</b> -73.955232	<b>Restrictions:</b> See Sales Representative
<b>Facing:</b> Northeast	<b>Neighborhood:</b> Williamsburg



Note: Production of materials will not proceed until the artwork has been approved by the property. All artwork must be submitted for review at least 15 business days prior to the contracted start date.

# BK-WS-116

## WALLSCAPE

Flushing Avenue & Scott St

- This prominent 4-story unit sits on corner of The Jefferson, a six-floor office building amid colorful street art, vintage shops, trendy restaurants, and eclectic bars, like The Cobra Club serving as a yoga studio and cocktail bar
- With a block-long right-hand read on the busy thoroughfare of Flushing Ave, this impactful unit captures vehicular traffic traveling northeast, as well as commuters hustling to nearby bus stops, metro station, and Citi Bike docks
- Transforming this once industrial neighborhood into a thriving mainstream destination all day and night, hipsters, artists, and young professionals savor endless culinary delights from popular restaurants and then continue to vibrant entertainment spots, like Elsewhere Rooftop, The House of Yes, and The Bushwick Starr

**Size:**  
41.5' x 18'

**Latitude:**  
40.708975

**Longitude:**  
-73.922188

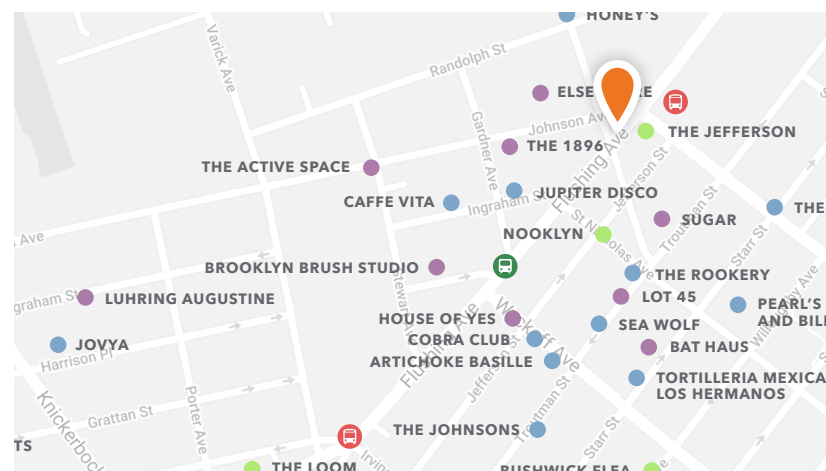
**Facing:**  
West

**OOH IMPs 18+ Wkly:**  
127,918

**Illumination:**  
Yes

**Restrictions:**  
See Sales Representative

**Neighborhood:**  
East Williamsburg



ELSEWHERE



HOUSE OF YES

Note: Production of materials will not proceed until the artwork has been approved by the property. All artwork must be submitted for review at least 15 business days prior to the contracted start date.

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# BK-WS-117

## WALLSCAPE

Bogart Street & Harrison Place

- Our tallest Bushwick wallscape dominates one side of The BogArt, a renovated warehouse housing a community of artists, gallerists, and designers, as well as clothing boutiques like Friends NYC and Lystyle NYC
- Located between bus stops and subway portals, commuters, millennial freelancers, and start-up entrepreneurs buzz by this enormous wallscape overlooking colorful street art and the hip cocktail bar next door, Otis
- Transforming industrial grit into chic artistic spaces, Bushwick draws creatives to the neighborhood to live in stylish lofts, co-work in sunlight-filled offices or studios, and gather at cool spots, like Syndicated, the sidewalk cinema/pub

**Size:**  
33'-2" x 22'-7"

**OOH IMPs 18+ Wkly:**  
8,828

**Latitude:**  
40.706066

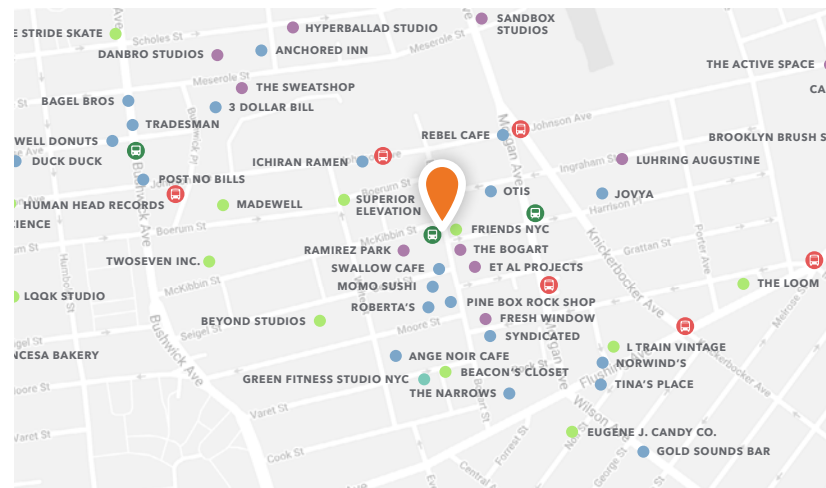
**Illumination:**  
Yes

**Longitude:**  
-73.933042

**Restrictions:**  
See Sales Representative

**Facing:**  
East

**Neighborhood:**  
Bushwick

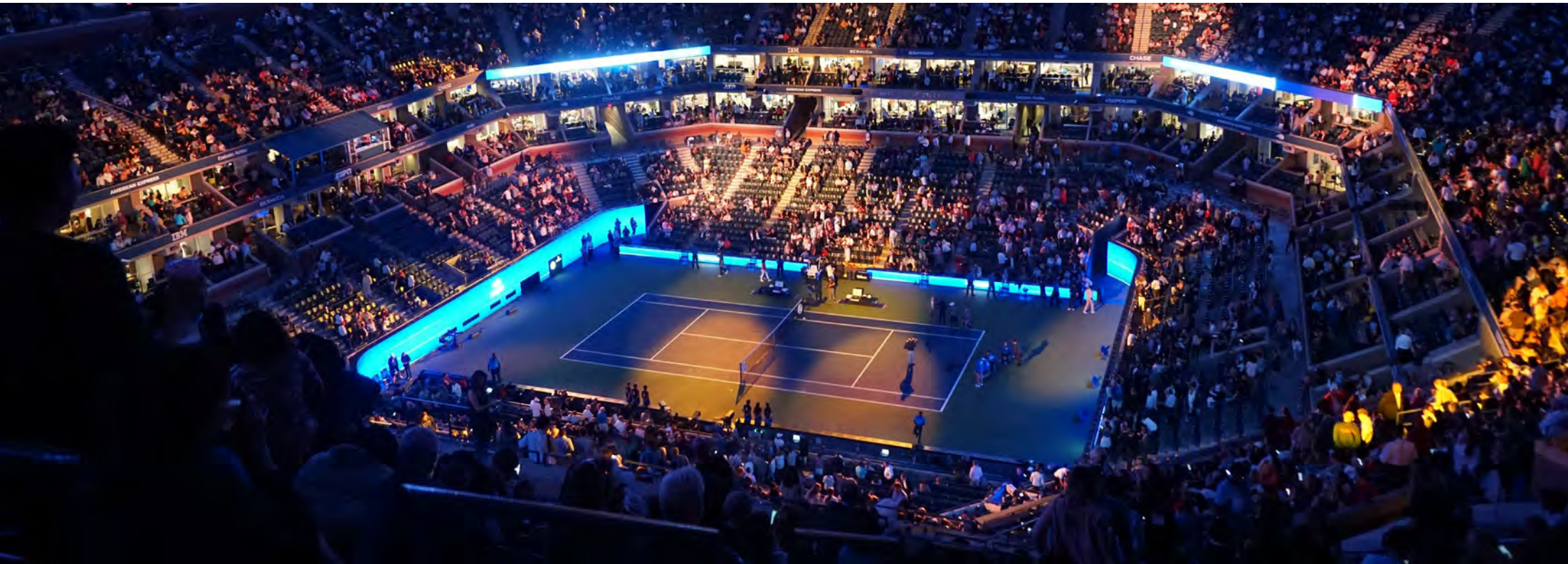


Note: Production of materials will not proceed until the artwork has been approved by the property. All artwork must be submitted for review at least 15 business days prior to the contracted start date.

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# QUEENS NEW YORK

As NYC's largest and most ethnically diverse borough, Queens is known for its tapestry of rich cultures where over 200 different languages are spoken in the 91 distinctive neighborhoods. Over 2.2 million residents and over 50,000 businesses contribute to the most diversified economy of the boroughs with jobs in retail, manufacturing, health care, transportation, construction, and entertainment. Hosting the 1964 World's Fair, Flushing Meadows continues to draw crowds year-round to its many attractions, including Citi Field (MLB's Mets), USTA Billie Jean King National Tennis Center (U.S. Open), the Queens Museum, the New York Hall of Science, and the Queens Zoo. With its vast array of public transit, freeways, and two of the three major NYC airports (La Guardia and JFK International), Queens connects the world to NYC.



# QUEENS NEW YORK

- Bars & Restaurants
- Retail & Boutiques
- Apartments, Condos & Hotels
- Theaters & Entertainment
- Health & Fitness
- Universities & Government

## Major Area Attractions

### LaGuardia Airport

Of the three major airports for NYC, LaGuardia is the closest to Manhattan, located on the north side of Queens. As part of the largest airport system in the US, LaGuardia serves over 30 million passengers traveling on domestic flights to NYC in a typical year.

### Citi Field

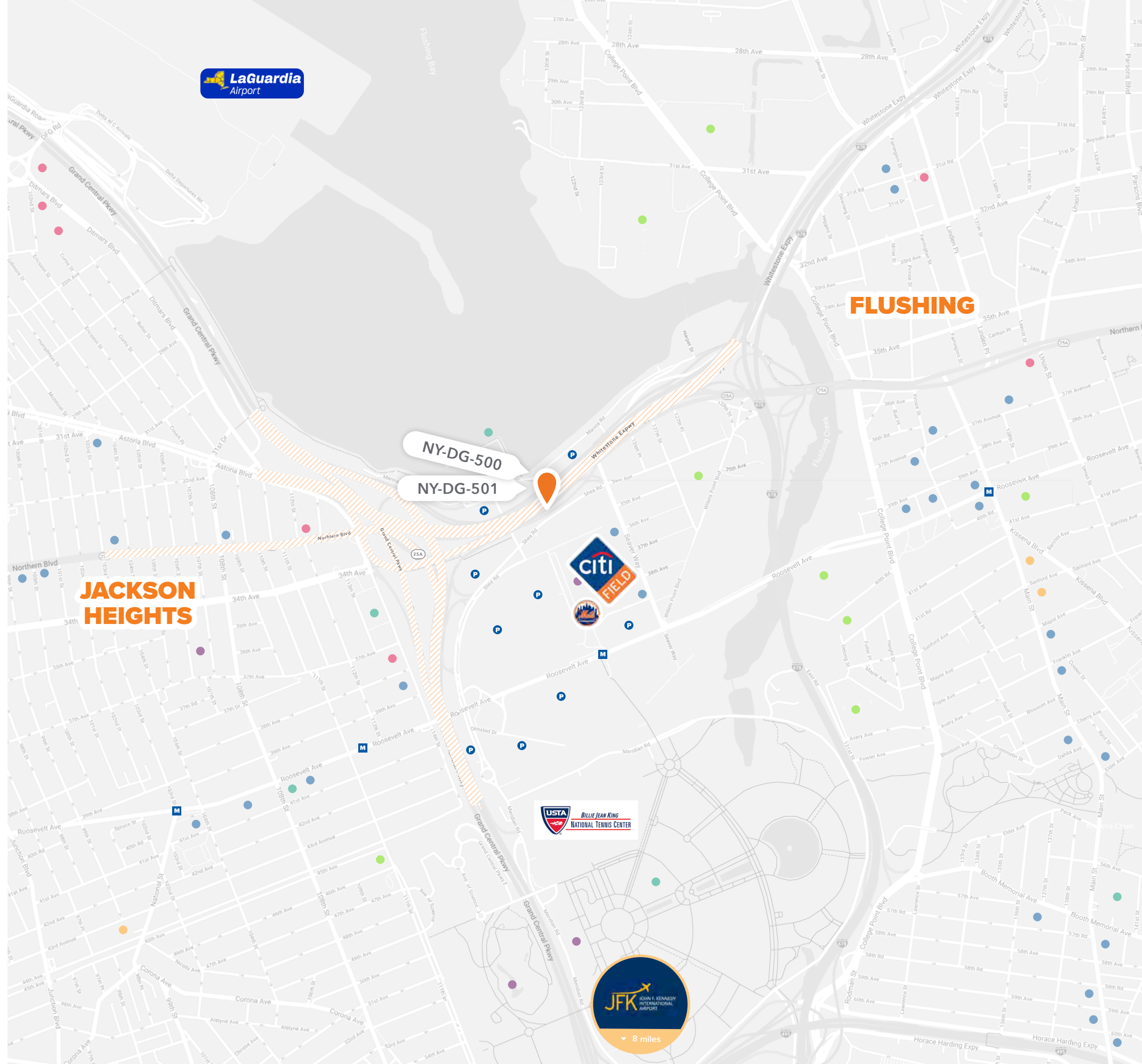
Home to MLB's Mets, this 41,000-seat ballpark is a venue for 80 regular season games as well rock concerts, music festivals, corporate outings, 5Ks, and tours all year long. Citi Field is easily accessible via freeway and public transit and huge lots provide parking for daytime commuters.

### USTA Billie Jean King National Tennis Center

Home to the US Open, the final Grand Slam tournament, and the largest tennis stadium in the world, 23,000-seat Arthur Ashe Stadium, as well as the 14,000-seat Louis Armstrong Stadium, this renowned tennis complex has 22 public tennis courts and is a premier facility for stadium events and tennis programs year-round.

### JFK International Airport

Located on the south side of Queens, JFK International welcomes the most travelers in the US arriving on international flights. With 37,000 employees working at six terminals serving around 60 million passengers in a typical year, JFK is the busiest airport in NYC.



# NY-DG-500

## DIGITAL SPECTACULAR

CitiField / I-678 / Whitestone Expwy  
between Grand Central Pkwy and Van  
Wyck Expwy

- This spectacular, west-facing digital makes a lasting impression on the Whitestone Expwy between the Grand Central Pkwy and the Van Wyck Expwy
- With a prominent right-hand read, this imposing digital captures locals and visitors en route to or from Triborough/ RFK Bridge, the Long Island Expwy, Arthur Ashe Stadium, Flushing Meadow Park, and JFK and LaGuardia airports
- Located in the Citi Field parking lot, home to the New York Mets with 80 home games per season as well as special events including 5Ks and concerts all year long

**Size:**  
52' x 40'

**OOH IMPs 18+ Wkly:**  
1,186,829

**Latitude:**  
40.758654

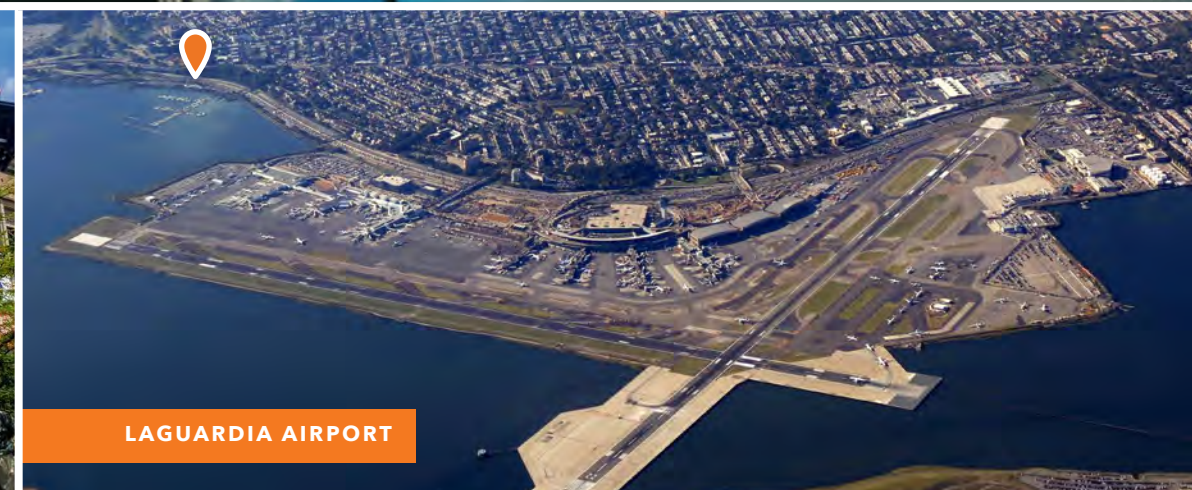
**Illumination:**  
Yes

**Longitude:**  
-73.847473

**Restrictions:**  
See Sales Representative

**Facing:**  
West

**Neighborhood:**  
Flushing



Note: All artwork must be submitted 7 business days before contracted start date for creative approvals. OBM reserves the right to make up for any lost impressions throughout the course of the campaign. This ensures no impressions are lost due to digital outages, or any period of time where space is otherwise unavailable.

# NY-DG-501

## DIGITAL SPECTACULAR

CitiField / I-678 / Whitestone Expwy  
between Grand Central Pkwy and Van  
Wyck Expwy

- This spectacular, east-facing digital is the only billboard of any kind on the Whitestone Expwy between the Grand Central Pkwy and the Van Wyck Expwy
- Reaches constant westbound traffic heading to and from Triborough/RFK Bridge, the Long Island Expwy, Arthur Ashe Stadium, Flushing Meadow Park, and JFK and LaGuardia airports
- Located in the Citi Field parking lot, home to the New York Mets with 80 home games per season as well as special events including 5Ks and concerts all year long

**Size:**  
52' x 40'

**OOH IMPs 18+ Wkly:**  
1,154,217

**Latitude:**  
40.758654

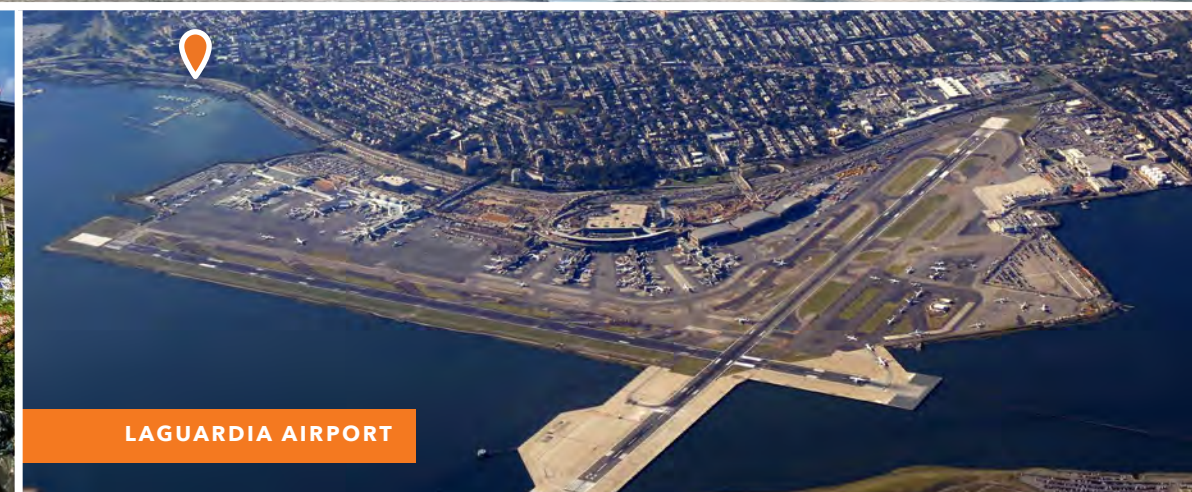
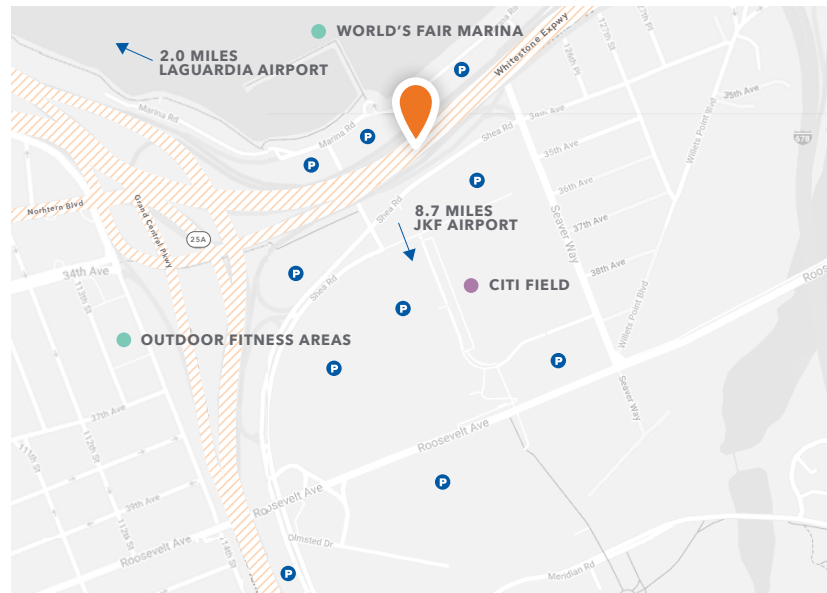
**Illumination:**  
Yes

**Longitude:**  
-73.847473

**Restrictions:**  
See Sales Representative

**Facing:**  
East

**Neighborhood:**  
Flushing



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# THANK YOU

**Get in touch.**

sales@obm.com  
250 N. Hartford Avenue, Columbus, OH 43222  
614.294.4898  
obm.com



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