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NEW YORK, NY

MARKET KIT

NEW YORK NEW YORK

MANHATTAN
BROOKLYN
QUEENS

DMA RANKING: 1ST

Available Assets: Wallscapes, Bulletins, Digitals

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.

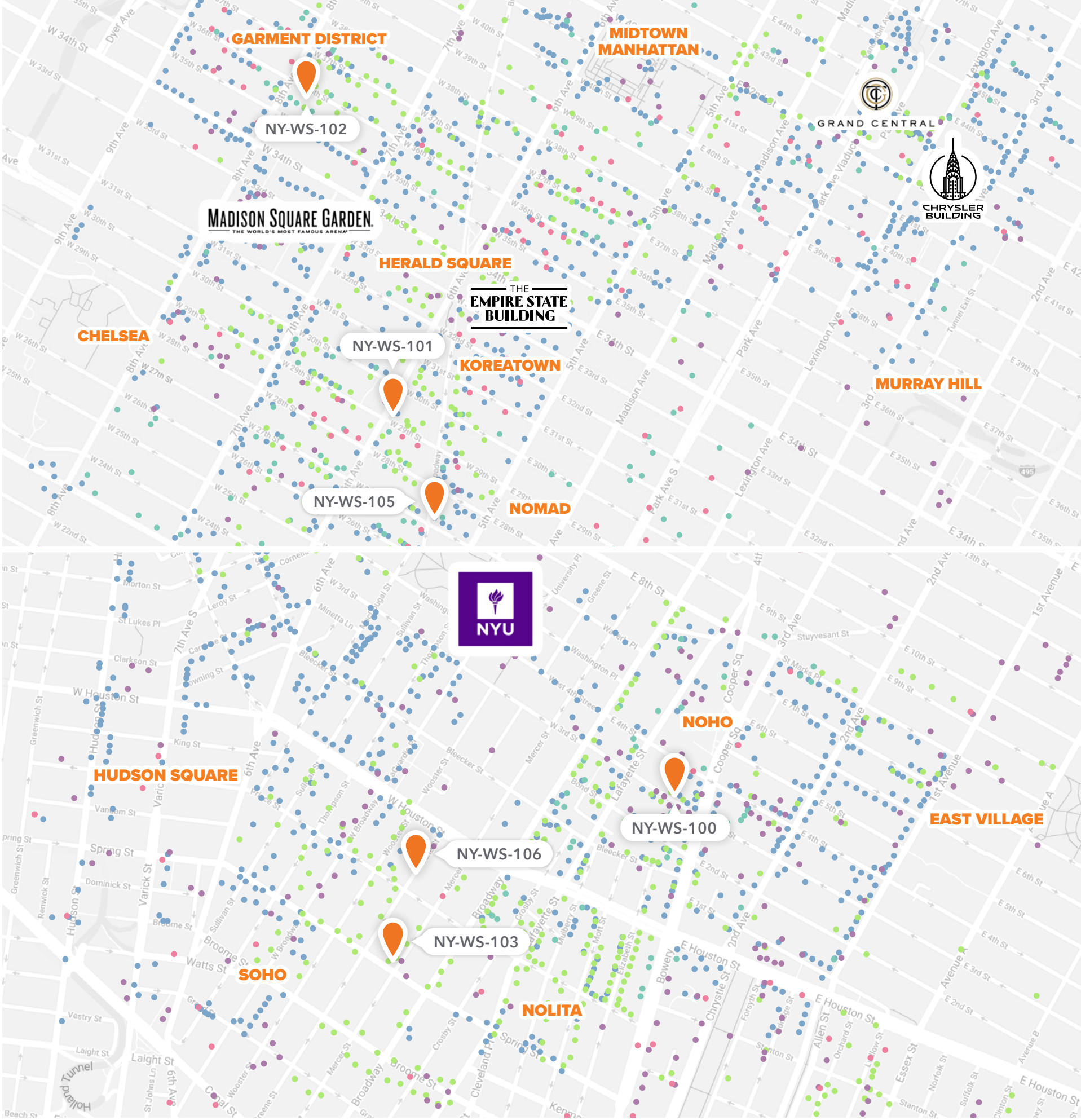
Madison Square Garden
Dubbed “The World’s Most Famous Arena,” MSG is home to the New York Knicks (NBA), New York Rangers (NHL), and is the busiest music arena in North America. With a seating capacity of nearly 21,000, The Garden plays host to a constant slew of high-profile events attracting New Yorkers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

- Arguably New York City's chicest neighborhood, NoHo and the intersection of Bowery and Great Jones represent the quintessentially cool New Yorker, with an avg HHI of \$200K+
- This wallscape perches above this bustling corner and its multitude of dining destinations and is surrounded by luxury retail and brand-name fitness studios. It also faces directly toward the Bowery Hotel - an NYC institution that attracts a constant stream of celebrities and high-profile guests
- Gemma, Zero-Bond, Il Buco, Bar Primi, Jolene, The Nines, Temple Bar, Jac's on Bond, Lafayette... all of NYC's hard-to-get-in venues are right here, and frequented by celebrities
- Catch the luxury shoppers, gym junkies, nightlife crowds, and NYU students in the area, or as they pass by on their way to the West Village, Greenwich Village and Washington Square Park, or streaming up Bowery through the heart of the East Village

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

OOH IMPs 18+ Wkly:
424,902

Latitude:
40.726749

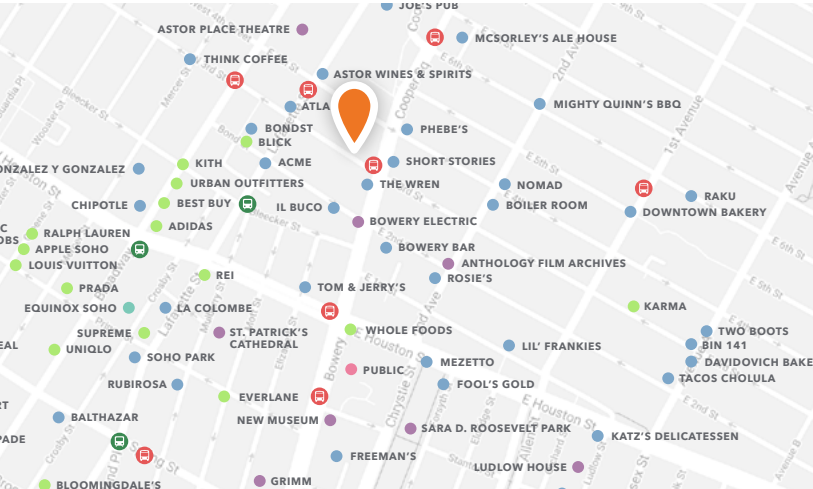
Illumination:
No

Longitude:
-73.992247

Restrictions:
See Sales Representative

Facing:
Southeast

Neighborhood:
NoHo



GEMMA AT THE BOWERY HOTEL



TAYLOR AND LAURA OUTSIDE IL BUCO

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.

NY-WS-101

WALLSCAPE

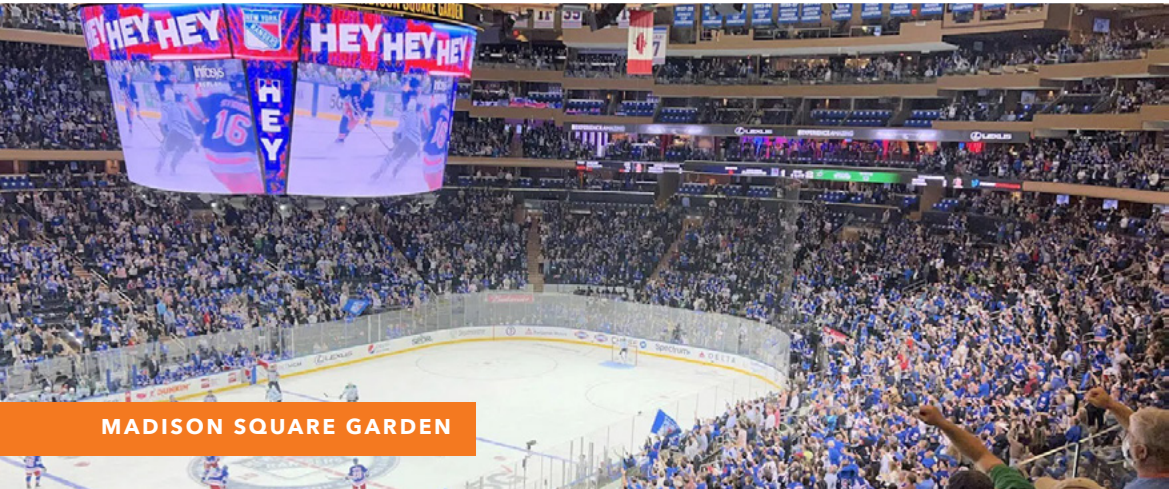
West 29th Street & 6th Avenue

- With an imposing vertical presence, this wallscape looms over the congestion where 6th Ave meets 29th in Chelsea, one of NYC's more dense and high-traffic neighborhoods. Routinely backed up, 29th funnels towards the iconic Madison Square Garden, home to the Knicks and Rangers and 20,000 fans attending 320+ annual events
- The crowds passing are significant due to notable neighbors including the country's #1 busiest rail hub, Penn Station, and #1 largest department store, Macy's in Herald Square. This unit captures a broad audience of locals, commuters and tourists
- A plethora of stylish hotels including the Ace, the Moxy and the Virgin are steps away, and the trendy Fashion Institute of Technology, keeps the area action-packed
- Did we mention it also peers directly into the Kimpton's stylish event space, SECOND, and Skirt Steak right below

Size: 33' x 14.7'	OOH IMPs 18+ Wkly: 162,146
Latitude: 40.747084	Illumination: No
Longitude: -73.990761	Restrictions: See Sales Representative
Facing: East	Neighborhood: Chelsea



LINE OUTSIDE VIRAL RESTAURANT SKIRT STEAK



MADISON SQUARE GARDEN

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.

NY-WS-102

WALLSCAPE

West 36th Street & 8th Avenue

- Don't underestimate the power of a 76-foot wallscape at the exit from NYC's Lincoln Tunnel. Standing over 8th Ave, sandwiched between Port Authority and Penn Station, the traffic at this location is relentless. Millions spill out from the #1 busiest train station in America, where NJTransit, Amtrak and the LIRR terminate, garnering this unit 1M+ total imps per week
- Turn right and you'll see Madison Square Garden just a couple of blocks down. The iconic venue hosts 20,000 fans at a time for 320+ annual events, and sits above one of the New York City subway's busiest stations - 34th street
- Traffic inching by this wallscape is also headed across to Herald Square, or over to the recently developed Hudson Yards neighborhood - dense with high-rise luxury apartments, high-end retail, notable restaurants, and attractions like the Vessel and High Line. Herald Square, one of NYC's busiest intersections after Times Square, is home to America's largest department store, Macy's Herald Square, and a plethora of retail atop yet another swarming subway station

Size:
76.7' x 22'

OOH IMPs 18+ Wkly:
932,983

Latitude:
40.753144

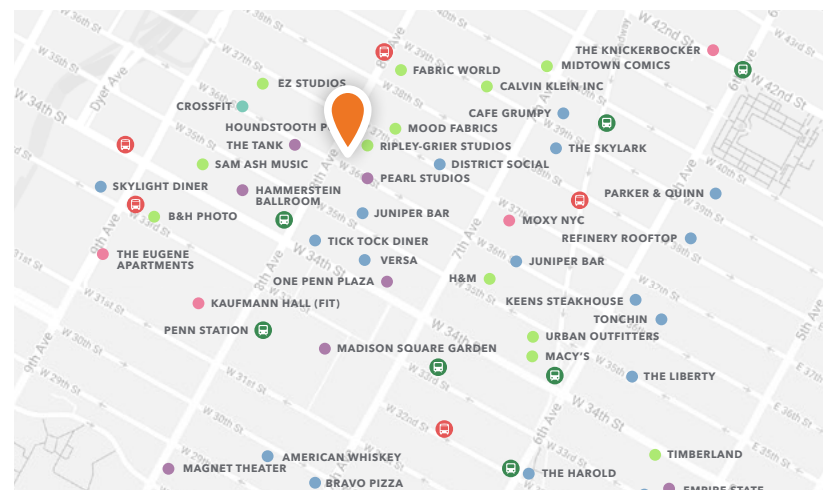
Illumination:
Yes

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, possibly even the country, 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, Aritzia, AllSaints, SoHo Grand, Apple, Sephora, the Angelika Film Center, and three subway stations within just a four block radius

Size:
23'-4" x 21'-10"

OOH IMPs 18+ Wkly:
208,400

Latitude:
40.723597

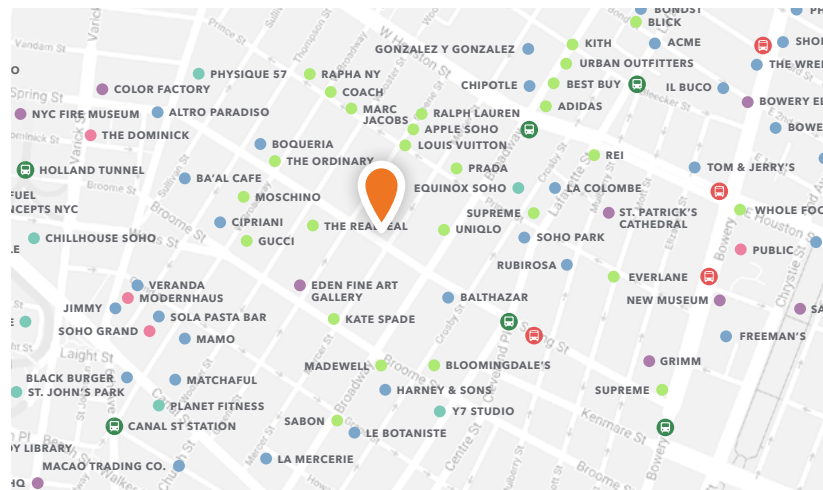
Illumination:
No

Longitude:
-73.999691

Restrictions:
See Sales Representative

Facing:
East

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-106

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

- New York City's retail mecca, SoHo, barely needs introducing. Our hand-painted wall faces down iconic cobblestoned Greene St., with an excellent read visible from the doorsteps of Louis Vuitton, Cartier, Apple, Tiffany, Dior, Ferragamo, Loewe...
- Locally known as "Gen-Z Times Square," SoHo, particularly on the west side where our wallscape resides, is consistently heaving with shoppers and diners exploring the photogenic streets. Home to every luxury retailer you can imagine, the neighborhood locals have the social cachet and disposable income to keep up with SoHo's exceptional scene
- Hand-painted wallscales are popular in this area for their aesthetic style and attention-grabbing charm, which complements the area's history as an artists-enclave. And of course, our unit is prime to be spotted by the influencers and cool kids frequenting local hotspots like The Mercer, Lure Fish Bar, Fanelli's Café, Sadelle's, The Angelika theater, and Raoul's

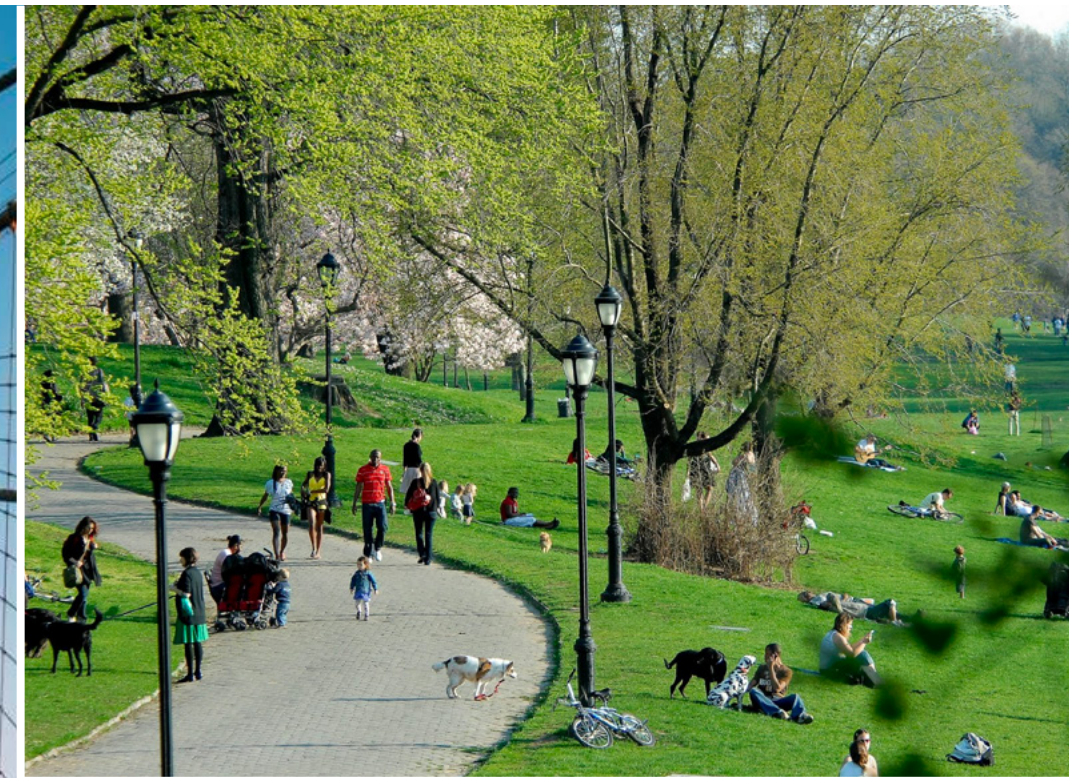
Size: 14'-10" x 14'-10"	OOH IMPs 18+ Wkly: 183,185
Latitude: 40.7255	Illumination: No
Longitude: -73.9990	Restrictions: See Sales Representative
Facing: SW	Neighborhood: SoHo



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.

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

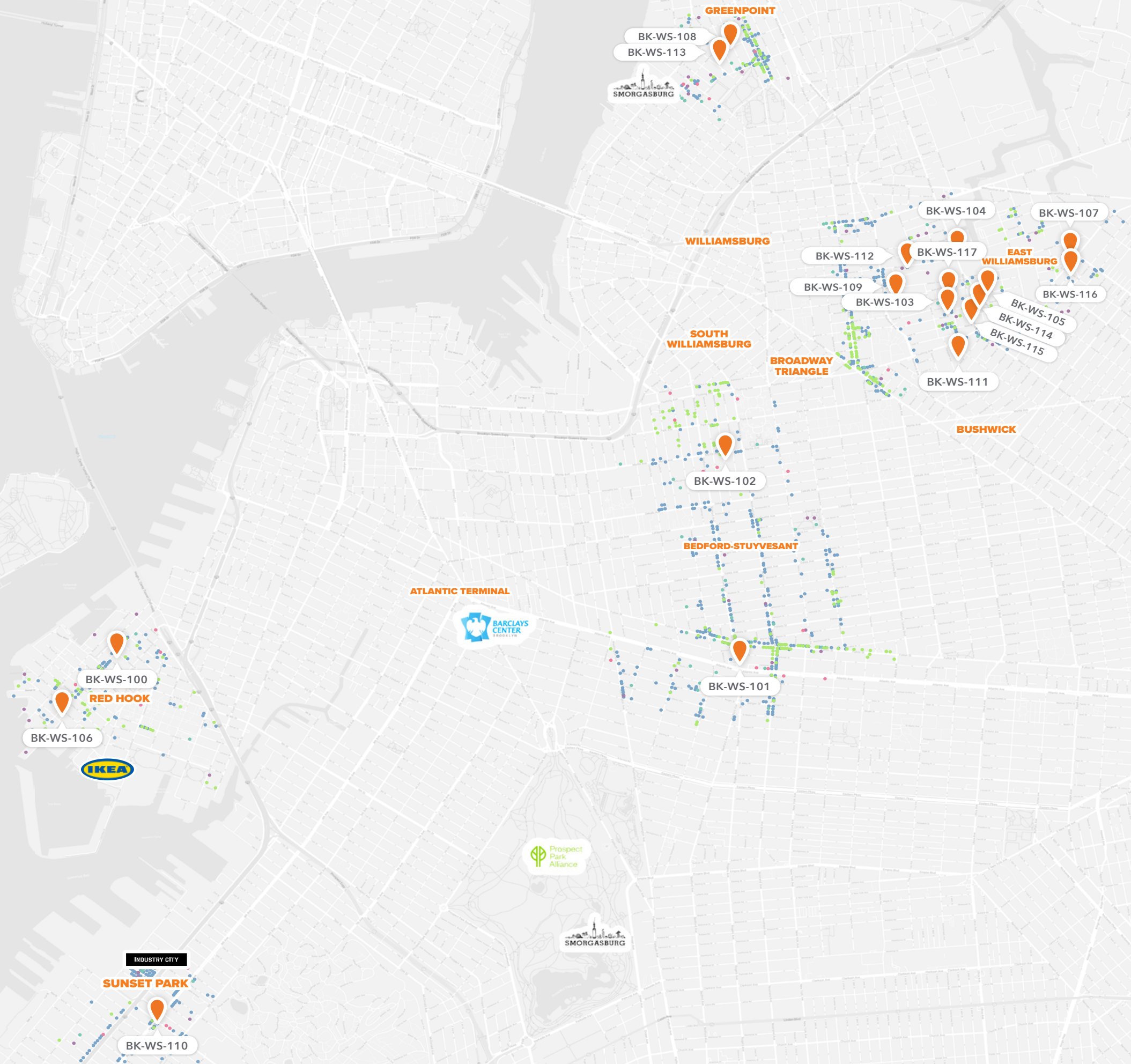
Brooklyn's hip vibe permeates through fun and luxurious options, including the Williamsburg Hotel, the Wythe, the 1 Hotel Brooklyn Bridge, and the Hoxton.

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.



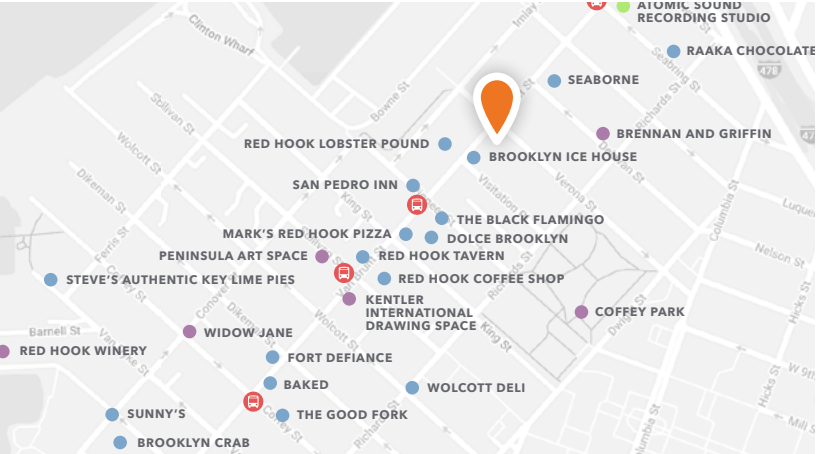
BK-WS-100

WALLSCAPE

Van Brunt Street & Verona Street

- At the entryway to Red Hook, on the neighborhood's primary thoroughfare, Van Brunt, this eye-level streetscape is hard to miss for New Yorkers heading into the area--particularly those visiting the famous RH Lobster Pound next door
- A diverse neighborhood, with a mix of residential and industrial real estate, Red Hook is where new Brooklyn meets old Brooklyn; Formula-e, Tesla, IKEA, and luxury housing, alongside historic brownstones, craftspeople, gallerists and traditional Italian institutions
- Van Brunt St is the core of the neighborhood's vibrant arts and culture scene, with numerous galleries and showrooms, as well as restaurants that serve more as hangout destinations for the crowds of New Yorkers who flood the area in the summer
- Red Hook is fueled by its large outdoor restaurants, bars and breweries, namely Brooklyn Crab, Hometown BBQ, Red Hook Tavern, Delfontes, Sixpoint Brewery, Strong Rope Brewery, Keg & Lantern and Sunny's

Size: 15' x 30'	OOH IMPs 18+ Wkly: 82,027
Latitude: 40.680043	Illumination: Yes
Longitude: -74.010034	Restrictions: See Sales Representative
Facing: North	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.

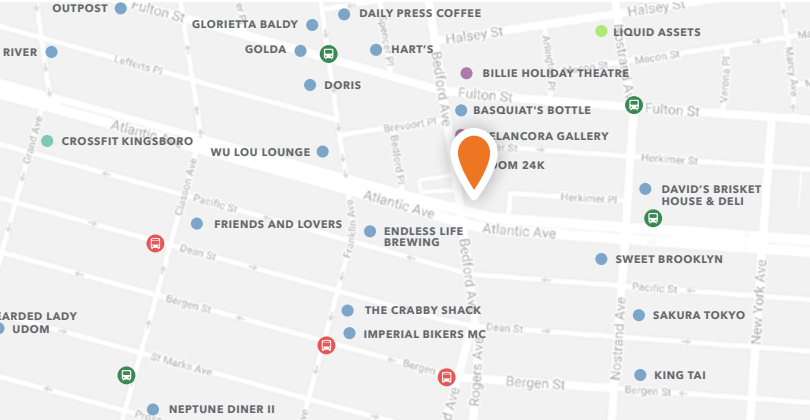
BK-WS-101

WALLSCAPE

Bedford Avenue & Atlantic Avenue

- This proud wallscape stands tall over the jam-packed intersection of Bedford and Atlantic Avenues, two of BK's most recognizable street names. Bedford funnels bricked traffic all the way into Williamsburg, while Atlantic takes traffic 1 mile to Barclays Center and into Manhattan
- Where Bed-Stuy meets Crown Heights, a rapidly gentrifying pocket of Brooklyn, this ideal location captures three lanes of northbound traffic, plus pedestrians coming from the rail and subway transit hub at Nostrand Ave Station
- Bed-Stuy is home to a mix of artists, musicians, hipsters, and young families with a strong sense of community; it is well-known for its Black cultural roots and diverse food and drink scene. Notable neighbors include The Fly, A&A, Shake Shack, Endless Life Brewing, David's Brisket House, Ursula Brooklyn, Doris, Bad Luck Bar, Planet Fitness, Blink, CubeSmart and the Brooklyn Children's Museum

Size:	OOH IMPs 18+ Wkly:
22' x 33'	354,807
Latitude:	Illumination:
40.679663	No
Longitude:	Restrictions:
-73.95297	See Sales Representative
Facing:	Neighborhood:
South	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.

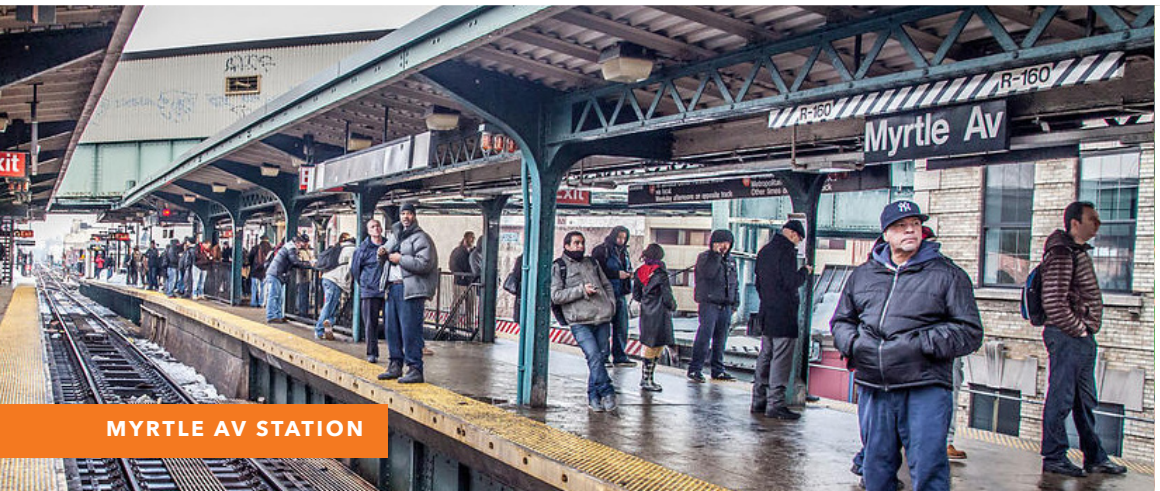
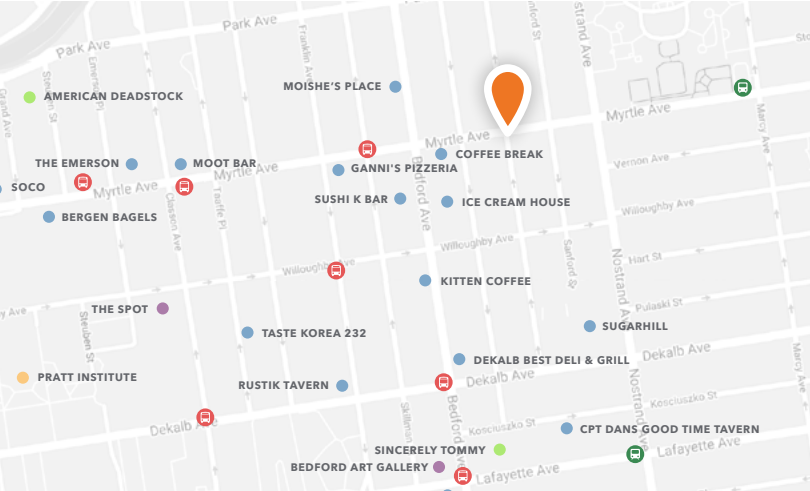
BK-WS-102

WALLSCAPE

Myrtle Avenue & Walworth Street

- This Bed-Stuy facade looks down Myrtle Ave, a major thoroughfare in this rapidly gentrifying neighborhood. A truly local scene, Bed-Stuy is where you'll find real New Yorkers engaging in the area's significant culture and arts scene. Surrounded by walk-ups, airy lofts, coffee shops, restaurants and bars, this unit is at the center of this historic community
- Myrtle carries vehicle traffic toward Broadway at the intersection of Bushwick where it meets the busy Myrtle station of the JMZ train. This tall, vertical wallscape perches on the corner of Walworth just ahead of the Nostrand Ave intersection - another major artery in the area. The right-hand read captures movement eastbound en route to The Home Depot, which in NYC, is truly a destination of its own
- 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 For All Good Things, Shipwreck Seafood Boutique, Dept of Culture, Fan-Fan Doughnuts, The Bishop, and 750 Myrtle Diner

Size: 21' x 10.8'	OOH IMPs 18+ Wkly: 122,783
Latitude: 40.694672	Illumination: No
Longitude: -73.954205	Restrictions: See Sales Representative
Facing: West	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-103

WALLSCAPE

Seigel Street & Bogart Street

- One of several OBM wallscape within these few blocks where Bushwick meets Williamsburg, this illuminated wallscape sits right alongside the Morgan Ave L-train subway entrance. The L is notoriously crowded serving as the primary mode of transport to and from Manhattan
- This unit is right where the area's heaviest day-to-day foot traffic is found, just a block from the original Roberta's pizza shop, a destination of its own
- The gritty, industrial area is a nightlife mecca, and houses premium events spaces, creative studios, chic home renovation showrooms, vintage stores, and dozens of restaurants and bars incl. Ichiran, Otis, Bunna Cafe, Semkeh, Pine Box Rock Hall, The Narrows and Syndicated Bar
- The nonstop crowd in this area above Flushing Ave, where Bushwick begins, is comprised of young professionals, creatives, wealthy residents and "hipsters" --aka the perfect segment of trend-setter Brooklynites

Size: 11.8' x 23'	OOH IMPs 18+ Wkly: 40,571
Latitude: 40.705837	Illumination: Yes
Longitude: -73.933552	Restrictions: See Sales Representative
Facing: East	Neighborhood: East Williamsburg / Bushwick



MORGAN AVE SUBWAY ENTRANCE



OUTSIDE ROBERTA'S PIZZA

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.

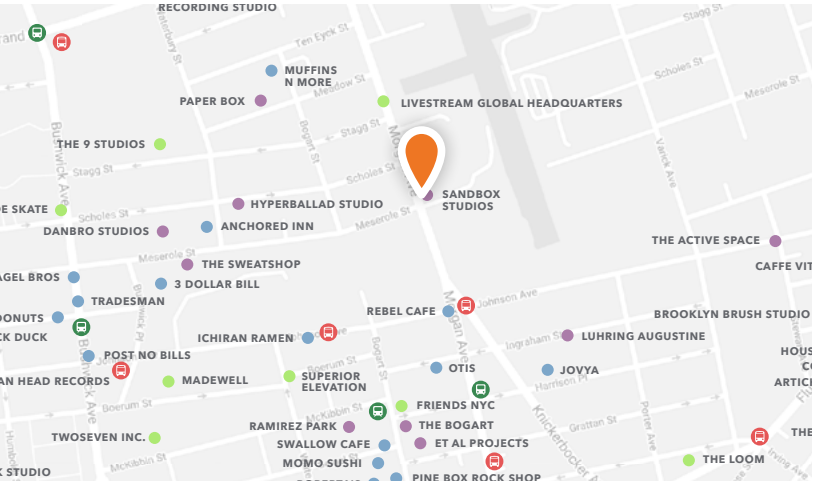
BK-WS-104

WALLSCAPE

Morgan Avenue & Meserole Street

- This high-impact unit sits on Morgan Ave, where the gritty nightlife district of East Williamsburg converges with bustling Bushwick. Specifically, this wallscape is on the exterior of the multi-level music venue and bar, Our Wicked Lady
- The streetscape faces northbound vehicular traffic flowing up Morgan Ave from Bushwick, merging traffic coming up Knickerbocker and Wilson Aves - both significant corridors in this enclave of creative professionals
- This wallscape is en route to Netflix studios, which is just around the corner, alongside several major event venues including Future Space, The Meadows and Brooklyn Monarch
- This pocket of Brooklyn has transformed its industrial past into a modern mecca of warehouses turned into design studios, chic offices, artist lofts, boutiques, bars, restaurants and globally renowned nightclubs

Size: 12.3' x 34'	OOH IMPs 18+ Wkly: 161,651
Latitude: 40.709351	Illumination: Yes
Longitude: -73.933211	Restrictions: See Sales Representative
Facing: South	Neighborhood: East Williamsburg / 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.

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, co-working 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:

271,942

Illumination:

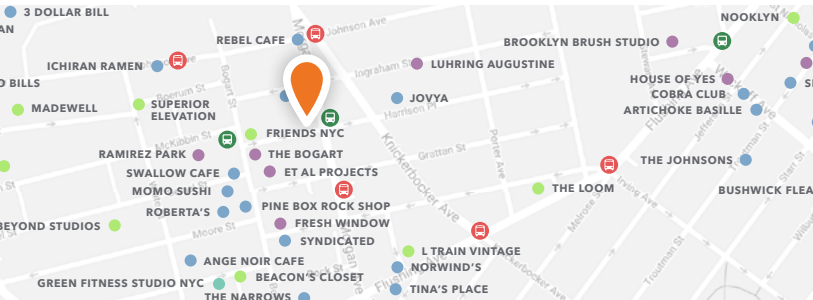
Yes

Restrictions:

See Sales Representative

Neighborhood:

Bushwick / 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.

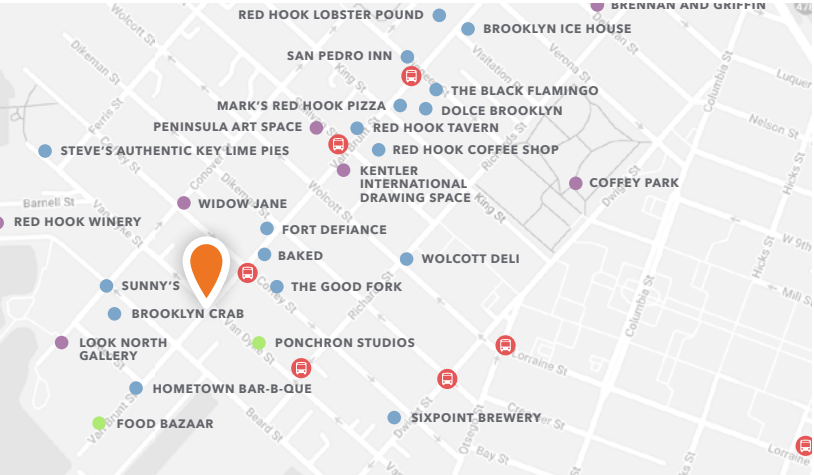
BK-WS-106

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, Sixpoint 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: 29,017
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.

BK-WS-107

WALLSCAPE

Johnson Avenue & Scott Avenue

- This massive wallscape towers over Johnson Ave, nextdoor to one of NYC's most famous party venues, Elsewhere, a 24,000 sq ft multi-room space serving as a beacon to New Yorkers and Brooklynites seeking out the area's renowned art and music scene, aka trend-setters
- Beaming clear to Flushing Ave where it meets Cypress, two of Bushwick's primary thoroughfares, this impactful unit captures constant traffic heading toward Williamsburg
- This area where Bushwick meets East Williamsburg is a mix of warehouse spaces transformed into event spaces, nightclubs, notable culinary destinations and a network of art and design studios. Notably, this wallscape impacts crowds headed up Scott Ave toward New York City's largest club and music venue, Avant Gardner, home of Brooklyn Mirage
- Notable neighbors; House of Yes, Brooklyn Made, Paradise Loft, Kings Hall, Silo, Jupiter Disco, 99 Scott, Vans Skate Space, Bushwick Collective, Metrorock and Area 53

Size:
25.9' x 24.7'

OOH IMPs 18+ Wkly:
90,102

Latitude:
40.70935

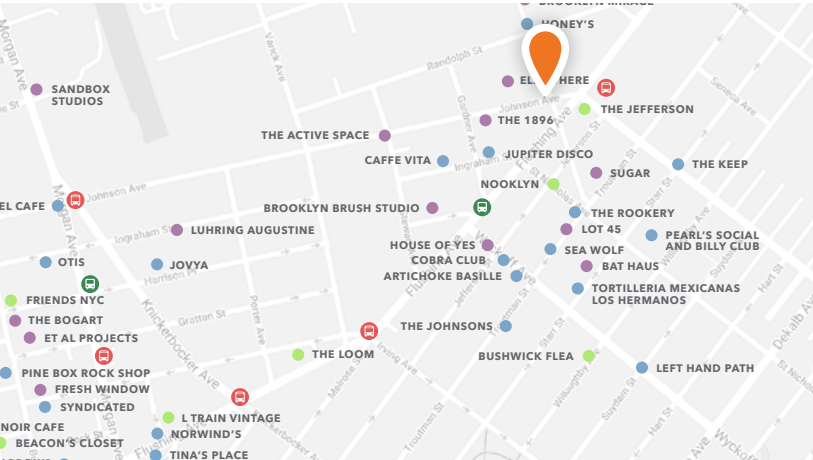
Illumination:
Yes

Longitude:
-73.92337

Restrictions:
See Sales Representative

Facing:
East

Neighborhood:
East Williamsburg / 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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Dobbin Street & Norman Avenue

- Right on the Wythe corridor, this corner street-level wallscape is steps from the best vintage shops in Brooklyn, several of Williamsburg's high-end hotels, and the iconic music venues Brooklyn Bowl and Music Hall of Williamsburg
- Located on the border of Williamsburg and Greenpoint, this prominent wrap captures endless streams of pedestrians making their way between the neighborhoods. Greenpoint in particular is recognized for its booming foodie scene, vintage stores, chic bars and population of young families and young professionals seeking the blend of quaint scenery and urban bustle
- This area is packed full of restaurants, bars and venues New Yorkers want to name-drop, including Laser Wolf, Westlight, The Gutter, Leuca, Water Tower Bar, The Wythe, Arlo, William Vale, Hoxton, Coda, Kith and the massive Vital Gym

Size:

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

OOH IMPs 18+ Wkly:

51,744

Illumination:

Yes

Restrictions:

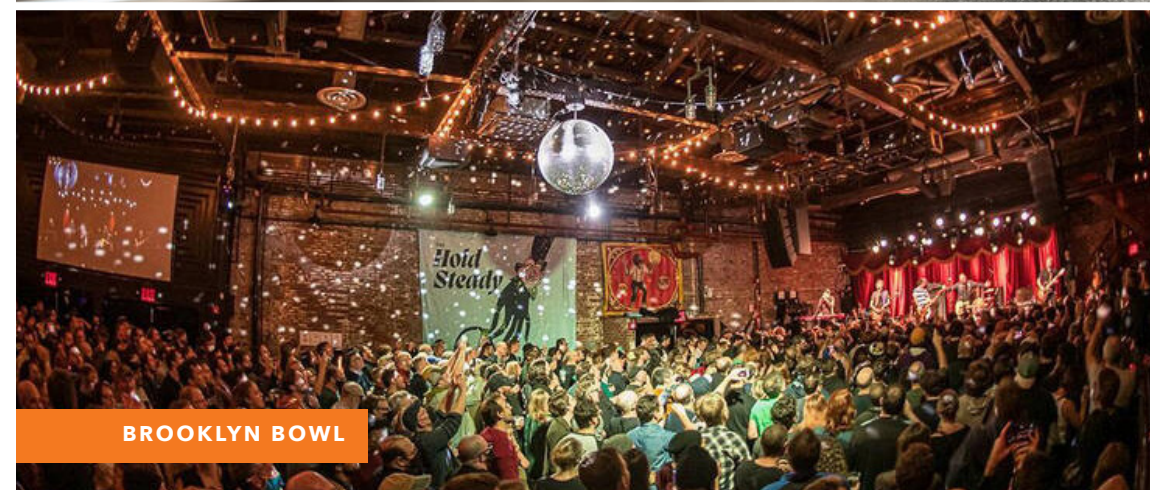
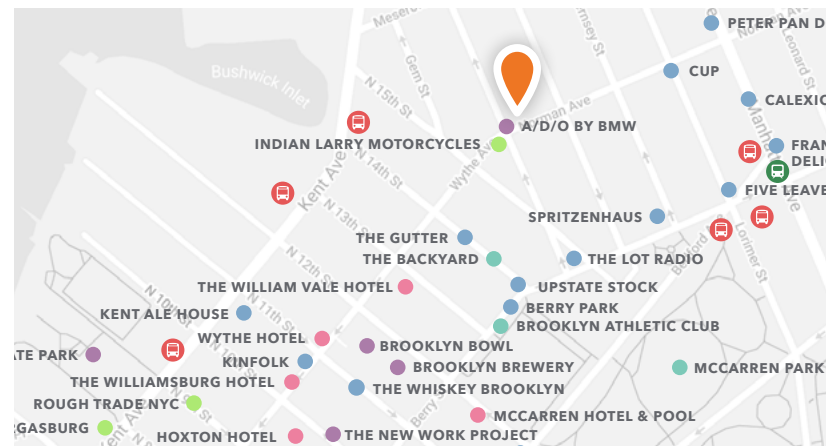
See Sales Representative

Neighborhood:

Greenpoint / Williamsburg

Facing:

West



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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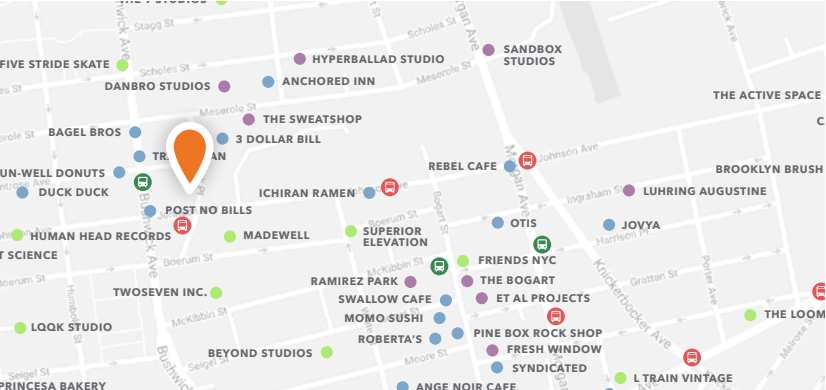
BK-WS-109

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 co-working 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

Size: 15' x 40'	OOH IMPs 18+ Wkly: 164,913
Latitude: 40.707157	Illumination: Yes
Longitude: -73.938771	Restrictions: See Sales Representative
Facing: East	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.

4th Avenue & 39th Street



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 Flushing Avenue at the gateway into Bushwick - a creative professionals enclave and utopia of vintage shops, trendy cafes, and hip bars
- Located on Bogart St, this unit is unmissable by the hoards of Brooklynites on the move via the Morgan-Av L train stop. Right at the border of Bushwick and East Williamsburg, this wallscape benefits from the additional influx to the area's massive event spaces and iconic music venues which put it on the maps
- Amid the industrial grit and dynamic street art of this pocket of Brooklyn is a massive Netflix production studio, plus sought-out destinations like consignment wonderland Beacon's Closet and L-Train Vintage, as well as destination-restaurant Roberta's which frequently has customers spilling out onto the sidewalk

Size:

25' x 20'

Latitude:

40.703713

Longitude:

-73.933064

Facing:

South

OOH IMPs 18+ Wkly:

120,985

Illumination:

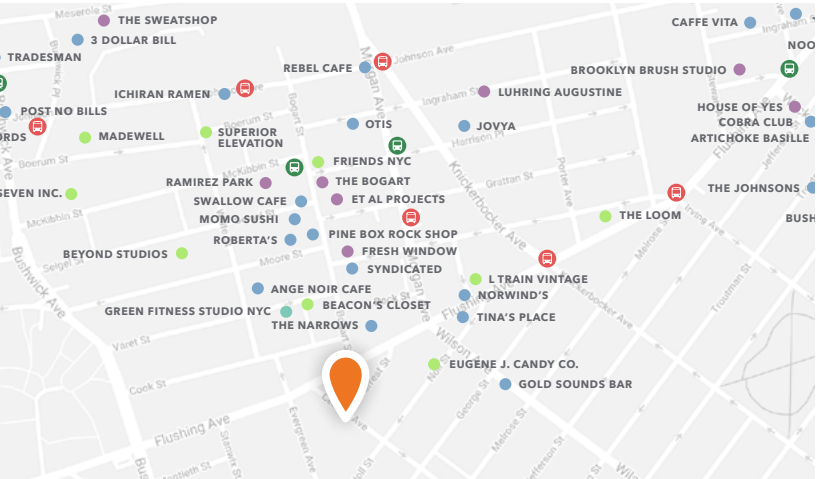
Yes

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.

Meserole Street & Waterbury Street

-



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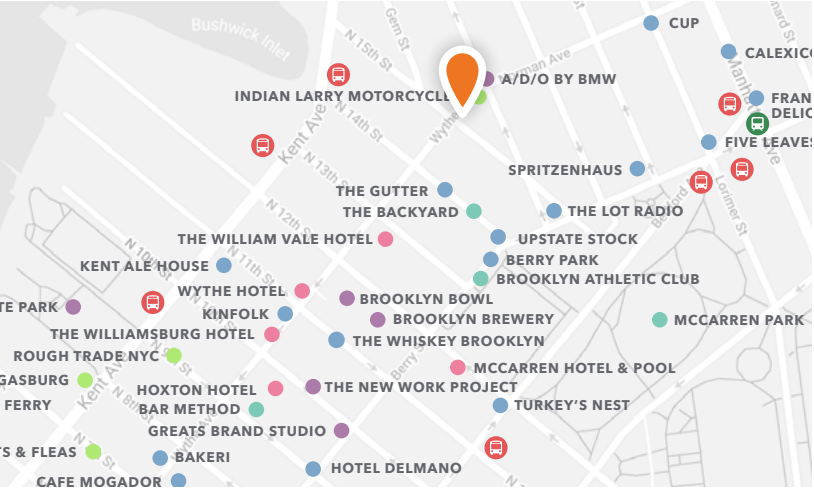
BK-WS-113

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 Williamsburg's hottest hotels, nightlife and restaurants
- Located along the Wythe Avenue corridor, travelled by endless streams of people heading to and from Greenpoint's burgeoning restaurant scene and vintage stores, this location is hard to beat
- With the aura of gritty Brooklyn cool, this area has remade the historic industrial spaces into destination hangouts where a mix of hipsters, creatives, and influential people meet up at trendy local spots including Brooklyn Bowl, Kith, Brooklyn Brewery, Laser Wolf, Westlight, The Gutter, Water Tower Bar, Rule of Thirds, and Dobbin St Co-op

Size: 19.3' x 36.8'	OOH IMPs 18+ Wkly: 51,705
Latitude: 40.72356	Illumination: Yes
Longitude: -73.955232	Restrictions: See Sales Representative
Facing: Northeast	Neighborhood: Williamsburg / 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.

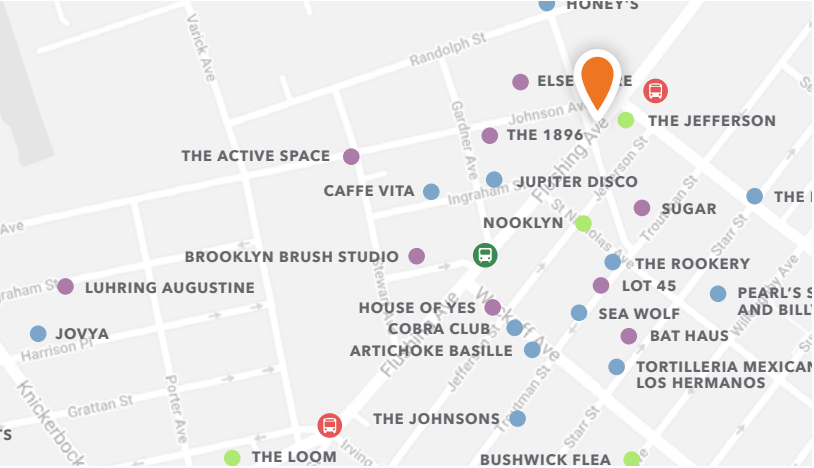
BK-WS-116

WALLSCAPE

Flushing Avenue & Scott St

- Occupying a compelling corner facade, this unit faces into the crossroads of Flushing Ave & Scott, which brings traffic to this famously vibrant nightlife district. Right across the way is Elsewhere, one of Brooklyn's biggest and most popular nightclubs with Gen-Z and Millennial crowds, and just around the corner is the iconic Brooklyn Mirage club — part of Avant Gardner, the largest event complex of its kind in the country
- The L-train carries the lifeblood of this neighborhood bringing passengers from Manhattan through Williamsburg, into Bushwick, and beyond. This intersection where Bushwick meets East Williamsburg sees a young, affluent and diverse audience, tapped into pop culture, arts, politics, film & TV
- The read on this unit is special, as both avenues drive traffic toward it. Other notable neighbors include House of Yes, Brooklyn Made, Paradise Loft, Kings Hall, Silo, Jupiter Disco, Vans skate space, Bushwick Collective, Metrorock, Area 53, and The Post BK

Size:	OOH IMPs 18+ Wkly:
41.5' x 18'	146,980
Latitude:	Illumination:
40.708975	Yes
Longitude:	Restrictions:
-73.922188	See Sales Representative
Facing:	Neighborhood:
West	East Williamsburg / Bushwick



ELSEWHERE



BROOKLYN MIRAGE AT AVANT GARDNER

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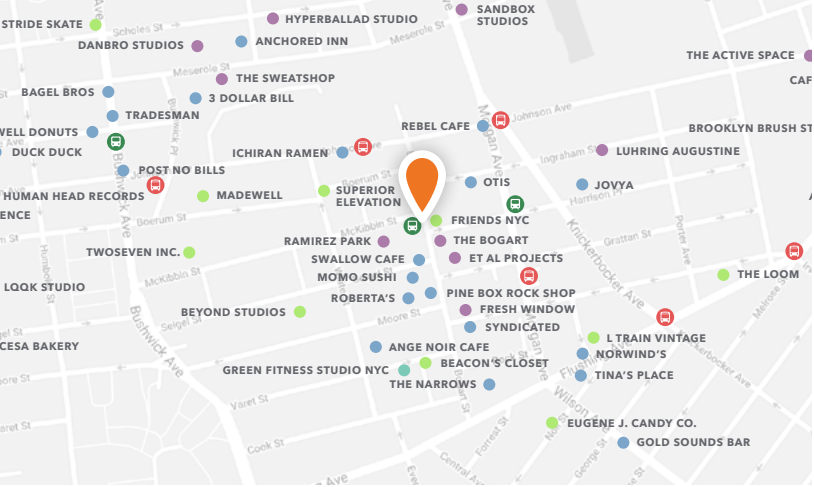
BK-WS-117

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

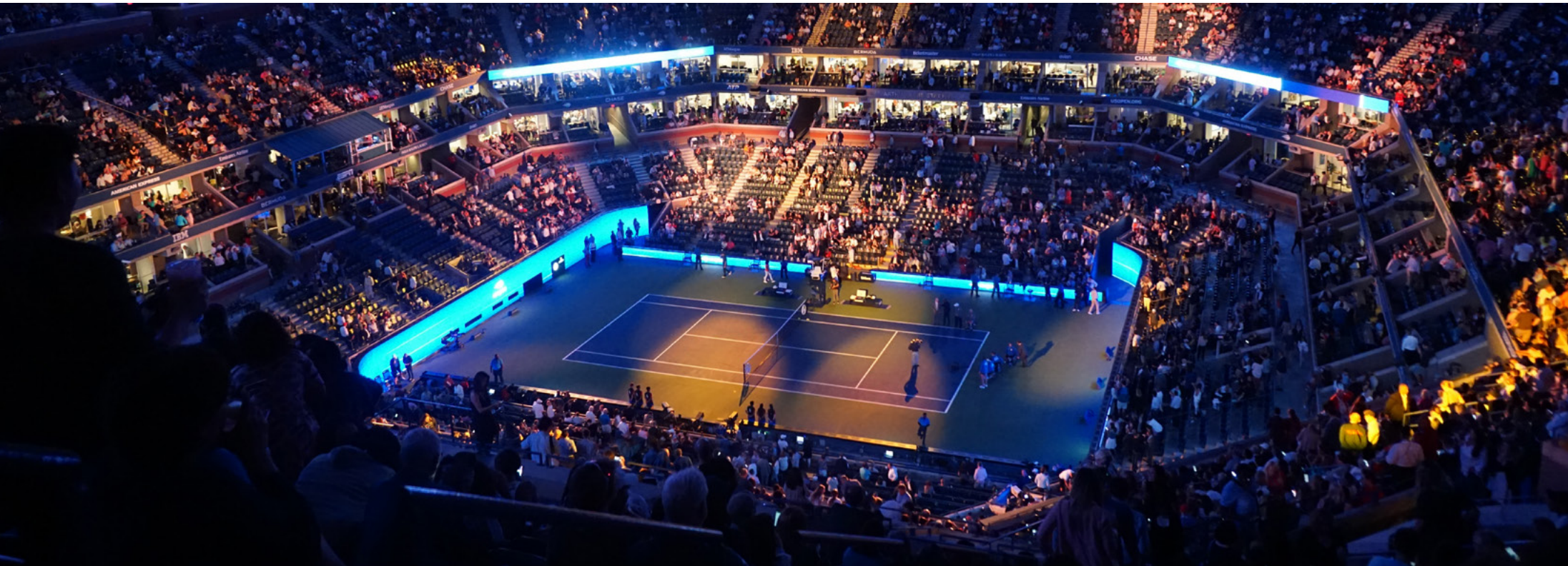
Size: 33'-2" x 22'-7"	OOH IMPs 18+ Wkly: 8,828
Latitude: 40.706066	Illumination: Yes
Longitude: -73.933042	Restrictions: See Sales Representative
Facing: East	Neighborhood: Bushwick



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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

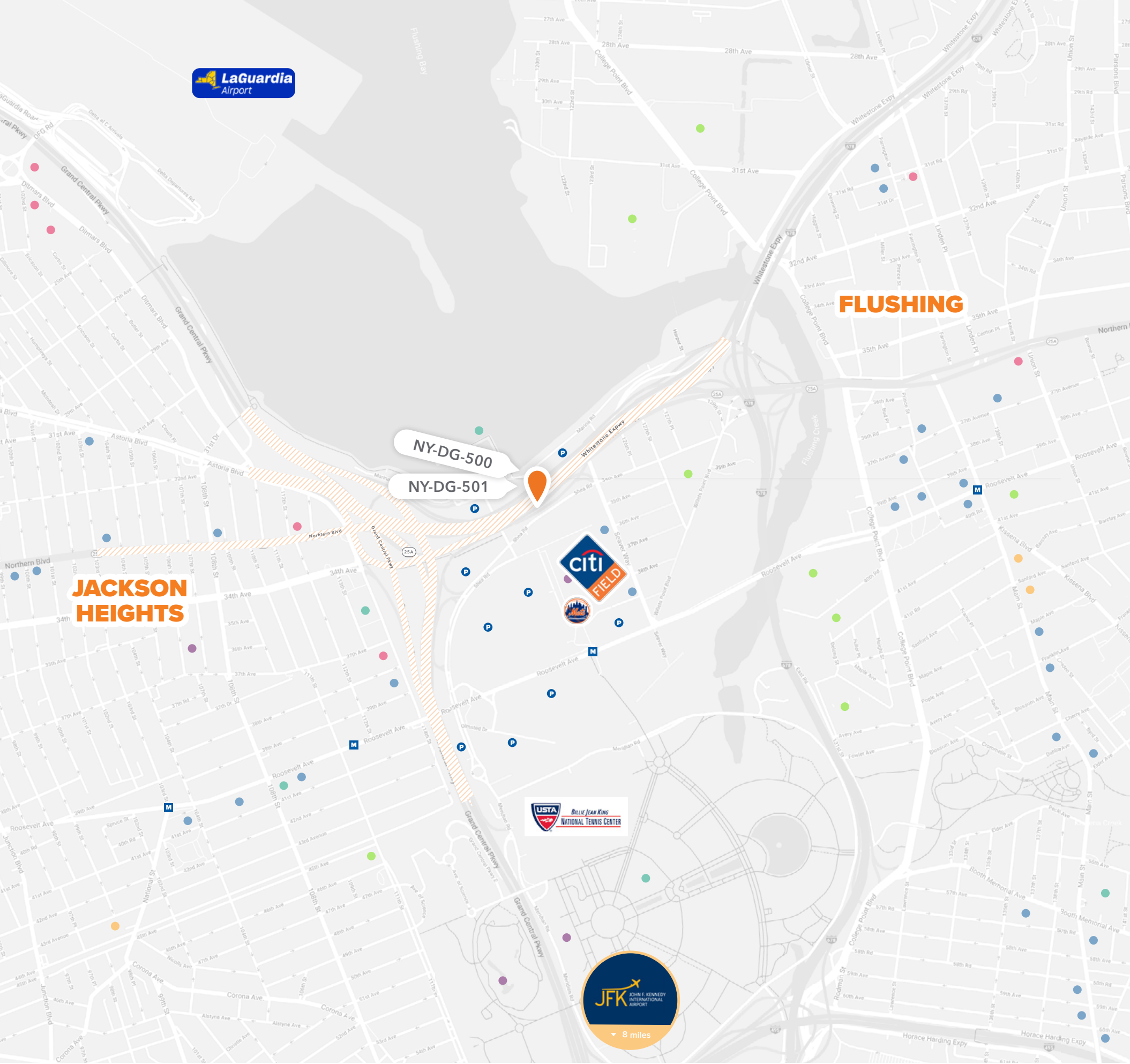
Home to MLB’s Mets, this 41,000-seat ballpark is a venue for 80 regular season games as well rock concerts, music festivals, corporate outings, 5Ks, and tours all year long. Citi Field is easily accessible via freeway and public transit and huge lots provide parking for daytime commuters.

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



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.



THANK YOU

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