



# MADISON SQUARE GARDEN OUTDOOR



## 7<sup>TH</sup> AVENUE MARQUEE AT MADISON SQUARE GARDEN

This full-motion capable digital unit sits inside the world famous “Marquee” at Madison Square Garden. It faces both north and south on 7<sup>th</sup> Avenue and serves over 1M impressions per day. Beyond the significant vehicle traffic, this sign is on the “front door” to MSG, which plays host to over 320 events per year. Additionally it sits above the main entrance/exit to Penn Station on 7<sup>th</sup> Avenue, which services over half a million commuters per day.

This Marquee platform can offer flights both on a per-spot basis or with a consistent 10% SOV over the course of a traditional 4-week flight; creative can be full-motion or static.

- Penn Station: LIRR, NJ Transit, Amtrak, 6 Subway lines, 600,000+ utilize the station daily
- MSG: “The World’s Most Famous Arena,” Knicks, Rangers, Concerts, Billy Joel, Other Events
- Macy’s Herald Square: Largest Department Store in the World



## OWN THE FRONT DOOR TO MSG.

SUBWAY LINES **1 2 3 B D F V A C E N R W**