



44½



* Tobacco kills enough people in two weeks to fill every hotel room in Times Square.

Infect **truth**

GO BIG ON ^{TV}44½

A BIG AUDIENCE MTV 44 ½ is located in Times Square with more than half a million visitors daily, and more than 30 million tourists annually. **THE BIGGEST SCREEN** MTV 44 ½ is the largest high definition (HD) video screen available to advertisers in Times Square. **ON-AIR EXPOSURE** The static billboards (to the left and right of the screen) are regularly seen on-air in popular MTV programs like Total Request Live (TRL). **BREAKTHROUGH CONTENT** The HD screen features unique MTV-branded programming that breaks through the clutter in Times Square.



You Rule.

UNIQUE PACKAGES THAT ADD UP TO BIG VALUES

STATIC BILLBOARD PACKAGE



Our **Static Billboard Package** offers maximum exposure, 24 hours a day, 7 days a week in Times Square. In addition the package includes on-air exposure, advertising time on the big screen and other extras like bump shots during popular MTV shows like TRL. It all adds up to **over \$15MM in annual media exposure!**

PACKAGE DETAILS

Static Vinyl Banners: Display your ad to the left (12ft x 25ft) or right (25ft X 26ft) of MTV 44 ½'s HD screen in Times Square

On-Air Exposure: The static billboards appear in the background of TRL and other MTV studio productions

Bump Shots: This package includes 3 to 5 second bump shots (close-ups of your brand or product message on the HD screen) during TRL tapings for worldwide exposure

Value Added Extras: Includes video time on the giant HD screen and more

Annual Package Cost: Left: \$2.35 mm, Right: \$2.59 mm gross

VALUE ADDED EXTRAS

MTV 44 ½ also provides value added extras, like free bump shots (close-ups of your brand or product message on the HD screen) during studio tapings of TRL.

NO CUSTOMIZATION NECESSARY FOR VIDEO CREATIVE

MTV 44 ½ dimensions are compatible with those of standard broadcast specifications, which means that MTV 44 ½ is able to accommodate creative that is already on air.

HD VIDEO SCREEN PACKAGE



Our **HD Video Screen Package** guarantees a minimum of 4 minutes of on-screen time per hour, 18 hours a day. A buy of \$75K or more includes 3 to 5 second bump shots (close ups of your brand or product message on the HD screen) during TRL programming for an **added media value of over \$50K a week!**

PACKAGE DETAILS

Four Week Packages: Our standard package is four-weeks long, but shorter and longer packages are also available

Unequaled Screen Time: 4 minutes an hour/18 hours a day

Bump Shots: Any package of \$75K or more includes on-air bump shots during TRL tapings

Extra Value: Quarterly and yearly packages also available

Four Week Package Cost: \$50,400 gross

HOLIDAY AND SPECIAL STUNTS PACKAGE



Our **Holiday and Special Stunts Package** allows you to purchase blocks of time on the MTV 44 ½ HD video screen for holidays, special events or product launches. For more information, contact us.

STORE AND SCREEN PACKAGE



With the MTV Store directly across the street from MTV 44½, the Store and Screen Package lets you complement your on-screen advertising with in-store merchandising. For more information, contact us.

For Sales & Advertising Inquiries:

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Visit mtv445.com for more information