



## NYC Video Urban Panels (VUP)

OUTFRONT's Video Urban Panels bring vibrant video content to the streets of NYC and are some of the most desirable full motion video street level screens in New York City! Located throughout Manhattan, Brooklyn, Queens and The Bronx, these "People Magnets" attract attention directly to your message when and where it is relevant— creating the perfect opportunity to influence your audience.

Contact [programmatic@outfront.com](mailto:programmatic@outfront.com) for more information.

Required MTA Advertiser form can be found here:

<https://www.outfrontmedia.com/mta-advertiser-request>

### PRODUCT INFORMATION

- 448 Screens throughout NYC
- Available through omnichannel and point solution DSPs
- Ad Size: 1920 px (w) x 1080 px (h)
- Full Motion Video or Static (No Audio)
- Spot Length: 15 Seconds
- Loop Length: 90 Seconds
- Hours: 24/7\*

\*Digital sign media referenced herein is generally displayed for a minimum guaranteed display time, with the remaining time used for maintenance when needed. Display times are subject to preemption for emergency messaging service.

### COVERAGE

- Manhattan
- Brooklyn
- Bronx
- Queens



# NYC Digital Urban Panels (DUP)

OUTFRONT's Digital Urban Panels are dominant and vibrant street-level displays, providing advertisers the opportunity to appeal to huge subway and pedestrian audiences with coverage throughout affluent areas of Manhattan, Brooklyn, Queens and The Bronx. Situated above subway entrances, the Digital Urban Panels reach transit riders as they enter the subway system with high impact ad content seamlessly integrated with train arrival times, ensuring that advertiser content is widely viewed.

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Required MTA Advertiser form can be found here:

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## PRODUCT INFORMATION

- 448 Screens throughout NYC
- Available through omnichannel and point solution DSPs
- Ad Size: 1920 px (w) x 896 px (h)
- Static Creative Only (No Audio)
- Spot Length: 8 Seconds
- Loop Length: 64 Seconds
- Hours: 24/7\*

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## COVERAGE

- Manhattan
- Brooklyn
- Bronx
- Queens



# Digital and Video Urban Panel Network Coverage

